
WISN-TV
(Milwaukee, WI)

ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

avanai	ole, and they must be maintained in the sta	ation's Public Ins	spection	File for 2 year	S.		
Candio	date/Issue	DEMOCRATI	IC SE	NATORIAL	CAMPAIGI	of Committee	TEE
candid	Dates (if one folder is used per ate, a separate checklist must be eted for each flight)	9/11/12	- 10/	1/12			
					<u>Initials</u>		
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	7)	Date:	9/18/12	æ		
2.	Original contract showing requested time (when available)		Date:	8/20/12	<u> </u>	-	
3.	Updated contracts as order changes.		Date:	8/23/12	<u>A</u>	01/-	
4.	Invoice of schedule as actually broadcas including amount of rebates given (exact date, time, class of time and amount for each rebate), if any		Date:	8/24/12 8/27/12 9/8/12 9/24/12	E E	9/27/12 16/3/12	
		Checkl	ist Com	pleted:			
		Ву:	Ø_,				
		Date:	10/19	9/12			

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:				Date:		
WIS	91	10/12					
I, do hereby reque	I, DAN NAGERERS do hereby request station time concerning the following issue:						
		DSCC	IE				
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks		
	As	6R1	ÆREC)			
Total Charges:							
This broadcast	time will be used by:		DSCC-1E				
Do sthep messager	programming (lelating to any	in whole o political	or in part) of matter of n	communicate ational impo	e "a ortance?"		
	Yes			□ No			

importance," list the name of	unicates a message relating to any polition the legally qualified candidate(s) the product date(s) of the election(s) (if applicable):	gramming refers to, the
For pregramming that "committee importance," attach Agreed Up	unicates a messaige relating to any politicon Schedule (Page 3)	cal matter of national
I represent that the payment for	or the above described broadcast time ha	s been furnished by:
<u> </u>)SCC-1E	
and you are authorized to anno furnishing the payment, if other	ounce the time as paid for by such personer than an individual person, is:	n or entity. The entity
a corporation; a con	nmittee; \square an association; \square or oth	ner unincorporated group.
agoni. If the entity are named	sses of the chief executive officers, direct below (may be attached separately): DISCRIMINATE OR PERMIT DISCR	430 5. CAPITOL ST SE WASHINGTON DC 20003
	THE PLACMENT OF ADVERTISIN	
reasonab attorney's fees, that is advertise ent(s). For the above transcripe, or tape, which will before the time of the schedule		ve-requested reparc a script,
TO BE SI	GNED BY ISSUE ADVERT	TISER
1 7/12	In NI/w	202-338-8700
,ie	/ 5.8	ontact Phone Number
TO BE SIG	NED BY STATION REPRE	SENTATIVE
Accepted	Accepted in Part	Rejected
Signature	Printed Name	Title
Copyri 2011 by the National Associate	ion of Broadcasters. May Not Be Copied, Reproduced, or I	Further Distributed.

AGREED UPON SCHEDULE

F All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Logth	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS	OX	DER	ED	,

Total Charges:

Copy:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2)the datc(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and deform amount for each rebate), if any.
- No : Because the FCC requires that the political file contain the
- ac times the spots air, that information should be included in the
- file soon as possible. If that information is only generated monthly,
- th e should include the name of a contact person who can provide
- the mes that specific spots aired.

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

	Contract / Revision		Alt Order #		
	943784	1	06278065		
Product					
DSCC-IE					
Contract Dates	Estimate #				
09/11/12 - 10/01/12	1612				
Advertiser			Original Date	Revision	
Democratic Senatorial Ca	ımpaign Com	mittee	08/20/12	/ 08/20/12	
	Billing Cycle Billing		Calendar	Cash/Trade	
	EOM/EOC	Broadcast		Cash	
	Station	Account Executive		Sales Office	
	WISN	Will Hil	debrandt	HRP -Washingt	
	Special Hand	ing			
	Demographic				
	Adults 35+				
	IDB#	<u>Adverti</u>	ser Code	Product Code	
	8091	49		53	
	Agency Ref		Advertiser	Ref	

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 09/11/12 09/17/12 GOOD AFTERNOON AMERI1P-2P LTC 9/07 :30 NM \$600.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--\$300.00 WISN 09/18/12 10/01/12 General Hospital 2-3pm/1-2p :30 NM 2 \$700.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--\$350.00 1 Week: 09/25/12 10/01/12 MTWTF--\$350.00 WISN 09/11/12 09/17/12 Late News 10PM 10-1030p :30 NM 2 \$2,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--2 \$1,400.00 WISN 09/18/12 10/01/12 Late News 10PM 10-1030p :30 NM 4 \$6,400.00 <u>Weekdays</u> Start Date **End Date** Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--2 \$1,600.00 Week: 09/25/12 10/01/12 MTWTF--2 \$1,600.00 WISN 09/18/12 10/01/12 The View 10-11am :30 NM 2 \$1,000.00 Start Date <u>Weekdays</u> End Date Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--1 \$500.00 Week: 09/25/12 10/01/12 MTWTF--1 \$500.00 WISN 09/11/12 09/17/12 The View 10-11am :30 NM 2 \$1,400,00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF-2 \$700.00 WISN 09/11/12 09/17/12 Late News 1030PM 1030p-11p :30 NM 1 \$850.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--\$850.00 1 WISN 09/18/12 10/01/12 Late News 1030PM 1030p-11p :30 NM 2 \$1,900.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--1 \$950.00 Week: 09/25/12 10/01/12 MTWTF--1 \$950.00 WISN 09/11/12 09/17/12 Nightline 11p-1130p :30 NM 1 \$400.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--\$400.00 1

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and servicely, shall remain obligated to pay to stallon the amount of any bills rendered by stalion within the time specified and until payment in full is received by stalion. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to stallon. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



 Contract / Revision
 Alt Order #

 943784 /
 06278065

 Contract Dates
 Product
 Estimate #

 09/11/12 - 10/01/12
 DSCC-IE
 1612

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 08/20/12 / 08/20/12

*Line Ch Start Date End Date Description	1	Start/End Time	Spots/ Days Length Week Rate	Type S _i	oots	Amount
Start Date End Date Weekdays	Spots/Week	Rate				
N 10 WISN 09/18/12 10/01/12 Nightline		11p-1130p	:30	NM	2	\$1,500.00
Start Date End Date Weekdays	Spots/Week	<u>Rate</u>			_	¥1,000.00
Week: 09/18/12 09/24/12 MTWTF	1	\$750.00				
Week: 09/25/12 10/01/12 MTWTF	1	\$750.00				
N 11 WISN 09/11/12 09/17/12 11A-12N LT	C 9/07	11-12pm	:30	NM	2	\$400.00
Start Date End Date Weekdays	Spots/Week	<u>Rate</u>				* *************************************
Week: 09/11/12 09/17/12 MTWTF	2	\$200.00				
N 12 WISN 09/18/12 10/01/12 THE CHEW		12P-1P	:30	NM	4	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 09/18/12 09/24/12 MTWTF	Spots/Week	Rate				
	2	\$300.00				
	2	\$300.00				
N 13 WISN 09/11/12 09/17/12 General Hos	•	2-3pm/1-2p	:30	NM	2	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 09/11/12 09/17/12 MTWTF	Spots/Week 2	Rate				
	******	\$350.00				
N 14 WISN 09/18/12 10/01/12 KATIE COUI Start Date End Date Weekdays	_	M-F 2-3P	:30	NM	4	\$2,000.00
Start Date End Date Weekdays Week: 09/18/12 09/24/12 MTWTF	Spots/Week 2	<u>Rate</u> \$500.00				
Week: 09/25/12 10/01/12 MTWTF	2	\$500.00				
N 15 WISN 09/11/12 10/01/12 3-4p			-20		_	
Start Date End Date Weekdays	Spots/Week	3-4p Rate	:30	NM	6	\$3,000.00
Week: 09/11/12 09/17/12 MTWTF	2	\$500.00				
Week: 09/18/12 09/24/12 MTWTF	2	\$500.00				
Week: 09/25/12 10/01/12 MTWTF	2	\$500.00				
N 16 WISN 09/11/12 09/17/12 DR. OZ		4P-5P	:30	NM	2	£1 000 00
Start Date End Date Weekdays	Spots/Week	Rate	.00	14141	2	\$1,000.00
Week: 09/11/12 09/17/12 MTWTF	2	\$500.00				
N 17 WISN 09/18/12 10/01/12 DR. OZ		4P-5P	:30	NM	4	\$2,400.00
Start Date End Date Weekdays	Spots/Week	Rate	.00	.,,,,,	7	\$2,400.00
Week: 09/18/12 09/24/12 MTWTF	2	\$600.00				
Week: 09/25/12 10/01/12 MTWTF	2	\$600.00		ŀ		
N 18 WISN 09/11/12 10/01/12 News M-F 43	30a	430-5a	:30	NM	3	\$300.00
Start Date End Date Weekdays	Spots/Week	<u>Rate</u>			-	4450.00
Week: 09/11/12	1	\$100.00				
Week: 09/18/12 09/24/12 MTWTF	1	\$100.00				
Week: 09/25/12 10/01/12 MTWTF	1	\$100.00				
N 19 WISN 09/18/12 10/01/12 News M-F 5r		5-530pm	:30	NM	4	\$4,000.00
Start Date End Date Weekdays Week: 09/18/12 09/24/12 MTWTF	Spots/Week 2	<u>Rate</u> \$1,000.00				
Week: 09/25/12 10/01/12 MTWTF	2	\$1,000.00				
N 20 WISN 09/11/12 09/17/12 News M-F 5p Start Date End Date Weekdays	Spots/Week	5-530pm	:30	NM	2	\$1,400.00
Week: 09/11/12 09/17/12 MTWTF	2	<u>Rate</u> \$700.00				
N 21 WISN 09/11/12 09/17/12 News M-F 5a				 -	_	
Start Date End Date Weekdays	Spots/Week	5-6A <u>Rate</u>	:30	NM	2	\$500.00
Week: 09/11/12 09/17/12 MTWTF	2	\$250.00				
N 22 WISN 09/18/12 10/01/12 News M-F 5a		5-6A	•30		,	04 40
Start Date End Date Weekdays	Spots/Week	Rate	:30	NM	4	\$1,400.00
Week: 09/18/12 09/24/12 MTWTF	2	\$350.00				

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08/20/12

/ 08/20/12



Week: 09/24/12

09/30/12

Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date **End Date** Weekdays Spots/Week Rate Week: 09/25/12 10/01/12 MTWTF--2 \$350.00 23 WISN 09/11/12 09/17/12 News M-F 6p 6-630pm :30 NM 3 \$3,D00,00 Weekdays Start Date **End Date** Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--3 \$1,000.00 24 WISN 09/18/12 10/01/12 News M-F 6p 6-630pm :30 NM 4 \$4,800.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--\$1,200.00 2 Week: 09/25/12 10/01/12 MTWTF--2 \$1,200.00 25 WISN 09/18/12 10/01/12 News M-F 6a :30 NM 6 \$6,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--\$1,000.00 3 Week: 09/25/12 10/01/12 MTWTF--3 \$1,000.00 26 WISN 09/11/12 09/17/12 News M-F 6a :30 NM 3 \$2,550.00 End Date Start Date <u>Weekdays</u> Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--3 \$850.00 WISN 09/11/12 09/17/12 Entertainment Tonight 630p-7pm :30 NM 2 \$1,500.00 Start Date Weekdays **End Date** Spots/Week Rate Week: 09/11/12 09/17/12 MTWTF--2 \$750.00 N 28 WISN 09/18/12 10/01/12 Entertainment Tonight 630p-7pm :30 NM \$3,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--2 \$850.00 Week: 09/25/12 10/01/12 MTWTF--2 \$850.00 N 29 WISN 09/11/12 10/01/12 Good Morning America 7-9a :30 NM 18 \$18,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/11/12 MTWTF--09/17/12 \$1,000.00 6 Week: 09/18/12 09/24/12 MTWTF--6 \$1,000.00 Week: 09/25/12 10/01/12 MTWTF--6 \$1,000.00 WISN 09/18/12 10/01/12 LIVE WITH KELLY! 9-10am :30 NM 4 \$1,800.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 09/18/12 09/24/12 MTWTF--2 \$450.00 Week: 09/25/12 10/01/12 MTWTF--2 \$450.00 WISN 09/11/12 LIVE WITH KELLY! 09/17/12 9-10am :30 NM 2 \$1,400.00 Start Date End Date Weekdays Spots/Week <u>Rate</u> Week: 09/11/12 09/17/12 MTWTF--2 \$700.00 N 32 WISN 09/21/12 09/28/12 2020 Fri 9-10p :30 NM 2 \$6,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 ---1--1 \$3,000.00 Week: 09/24/12 09/30/12 ----1--1 \$3,000,00 33 WISN 09/17/12 09/17/12 BachPad Prime Other :30 NM 1 \$2,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 \$2,500.00 1 WISN 09/24/12 10/01/12 Dancino Prime Other :30 NM 2 \$11,000.00 Spots/Week Start Date End Date Weekdays Rate Week: 09/24/12 09/30/12 1-----1 \$5,500.00 Week: 10/01/12 10/07/12 1----1 \$5,500.00 WISN 09/24/12 09/24/12 PACKERS GAME PACKERS GAME :30 NM \$15,000.00 Start Date End Date Weekdays Spots/Week <u>Rate</u>

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\$15,000.00

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Hearst Television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 943784 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/20/12 / 08/20/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type S	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
N 36 WISN 09/15/12 09/15/12 Late News Sa 10pm Start Date End Date Weekdays Spots/Week	10-1035p	:30	NM	1	\$450.00
Week: 09/10/12	<u>Rate</u> \$450.00				
N 37 WISN 09/15/12 09/29/12 Entertainment Tonite Week		:30	NM	3	\$450.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	14141	J	\$450.00
Week: 09/10/12 09/16/121- 1 Week: 09/17/12 09/23/121- 1	\$150.00				
Week: 09/1//12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	\$150.00 \$150.00				
N 38 WISN 09/15/12 09/29/12 College Football Game #2	230p-6p	.20		_	
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	3	\$3,600.00
Week: 09/10/12 09/16/121 1	\$1,200.00				
Week: 09/17/12 09/23/121- 1	\$1,200.00				
Week: 09/24/12 09/30/121- 1	\$1,200.00	W			
N 39 WISN 09/15/12 09/15/12 Sa 458-6a Start Date End Date Weekdays Spots/Week	456-6AM	:30	NM	1	\$200.00
Week: 09/10/12 09/16/121- 1	<u>Rate</u> \$200.00				
N 40 WISN 09/22/12 09/29/12 News Sa 6p-630p	6-630pm	:30	NM	2	\$1,400,00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	14141	2	\$1,400.00
Week: 09/17/12	\$700.00				
Week: 09/24/12 09/30/121- 1 N 41 WISN 09/15/12 09/15/12 Sat GMA	\$700.00				
Start Date End Date Weekdays Spots/Week	6-7a Rate	:30	NM	1	\$300.00
Week: 09/10/12 09/16/121- 1	\$300.00				
N 42 WISN 09/15/12 09/15/12 News Sa 6p-630p	6-630pm	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week	Rate		, , , , ,	•	Ψ300.00
Week: 09/10/12 09/16/121- 1	\$500.00				
N 43 WISN 09/22/12 09/29/12 Sat 630-7p Start Date End Date Weekdays Spots/Week	630-7p	:30	MM	2	\$1,000.00
Week: 09/17/12	<u>Rate</u> \$500.00				
Week: 09/24/12 09/30/121- 1	\$500.00				
N 44 WISN 09/15/12 09/15/12 ABC Prime College Footbal	7-1030p	:30	NM	1	\$1,100.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1- 1	Rate			•	41,100.00
	\$1,100.00				
N 45 WISN 09/29/12 09/29/12 Badgers FB Start Date End Date Weekdays Spots/Week	7-1030p <u>Rate</u>	:30	NM	1	\$8,500.00
Week: 09/24/12 09/30/121- 1	\$8,500.00				
N 46 WISN 09/16/12 09/16/12 Late News 10pm	10p-1030p	:30	NM	1	\$1,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		, , , ,	'	Ψ1,400.00
Week: 09/10/12 09/16/121 1	\$1,400.00				
N 47 WISN 09/23/12 09/30/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p	:30	NM	2	\$1,900.00
Week: 09/17/12	<u>Rate</u> \$950.00				
Week: 09/24/12 09/30/121 1	\$950,00				
N 48 WISN 09/23/12 09/30/12 Su 458-6a	458-6AM	:30	NM	2	\$400.00
Start Date End Date Weekdays Spots/Week	Rate		, 1111	-	Ψ-100,00
Week: 09/17/12	\$200.00				
N 49 WISN 09/16/12 09/16/12 News Sun 530pm	\$200.00				
Mque Sun 03/10/12 03/10/12 Ivews Sun 03/pm	530-6p	:30	NM	1	\$400.00

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	Contract / Revision 943784 /	Alt Order # 06278065	
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE	Estimate # 1612	

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 08/20/12 / 08/20/12

Spots/ *Line Ch Start Date End Date Description Start/End Time Length Week Days Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 ----1 \$400.00 1 50 WISN 09/23/12 09/30/12 News Sun 530pm 530-6p :30 NM 2 \$1,000.00 End Date Start Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 \$500.00 Week: 09/24/12 09/30/12 \$500.00 1 51 WISN 09/16/12 09/16/12 Sun GMA :30 6-7a NM \$250.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/10/12 ----1 09/16/12 \$250.00 1 52 WISN 09/23/12 Sun GMA 09/30/12 6-7a :30 NM \$800.00 End Date Spots/Week Start Date Weekdays Rate Week: 09/17/12 09/23/12 ----1 1 \$400.00 ----1 Week: 09/24/12 09/30/12 1 \$400.00 53 WISN 09/23/12 09/30/12 News Sun 7-9a 7-9am :30 NM 2 \$1,000.00 Spots/Week Start Date End Date Weekdays Rate Week: 09/17/12 09/23/12 ----1 1 \$500.00 Week: 09/24/12 09/30/12 ----1 \$500.00 N 54 WISN 09/23/12 09/30/12 This Week With George Step930-1030am :30 NM 2 \$2,000.00 End Date Start Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 ----1 \$1,000.00 Week: 09/24/12 09/30/12 ----1 \$1,000.00 55 WISN 09/16/12 09/16/12 This Week With George Step930-1030am :30 NM \$650.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 \$650.00 WISN 09/27/12 09/27/12 LastResort Thu 7-8p :30 NM \$2,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/24/12 09/30/12 ---1---1 \$2,000.00 N 57 WISN 09/11/12 Trust 09/11/12 Tue 8-9p :30 NM \$1,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 -1----\$1,800.00 1 WISN 09/11/12 09/11/12 NYMed Tue 9-10p :30 NM 1 \$1,800.00 End Date Start Date Spots/Week Weekdays Rate Week: 09/10/12 09/16/12 -1----1 \$1,800.00

Totals 146 \$145,700.00

Time Period	# of Spots	Gross Amount	Net Amount		
08/27/12 -09/30/12	136	\$134,650.00	\$114,452.50		
10/01/12 -10/01/12	10	\$11,050.00	\$9,392.50		
Totals	146	\$145,700.00	\$123,845.00		

Signature:	Date:	
	 •	***************************************

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (liii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. DMISSIDN DF BRDADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute data and time, at no additional charge therefor.

. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CDNSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

 (b) The Station shall exercise normal precautions in handling o 	f property and mail, but assumes no liability for loss or damage to program or commercia
materials and other property furnished by the Agency in connection with broadcasts hereunder.	The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except after its prior approval.	the state of the s

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.)

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

	Contract / Re	<u>vision</u>		Alt Order #	<u> </u>
	943784	1		06278065	
Product					
DSCC-IE					
Contract Dates	Estimate #				
09/11/12 - 10/01/12	1612				
<u>Advertiser</u>			Ori	iginal Date	/ Revision
Democratic Senatorial Ca	mpaign Com	mittee	C	8/23/12	/ 08/23/12
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
	EOM/EOC	Broadcast Account Executive			Cash
	<u>Station</u>			xecutive	Sales Office
	WISN	Will Hil	deb	randt	HRP -Washingt
	Special Hand	ling			
	<u>Demographic</u>				
	Adults 35+				
į					
	<u>IDB#</u>	<u>Adverti</u>	<u>ser</u>	Code	Product Code
ļ	8091	49			53
	Agency Ref			<u>Advertiser</u>	Ref
i					

	Spots/	
*Line Ch Start Date End Date Description Start/End Time	Days Length Week Rate Type	Spots Amount
N 1 WISN 09/11/12 09/17/12 GOOD AFTERNOON AMERI 1P-2P LTC 9/07	:30 NM	2 \$600.00
Start Date End Date Weekdays Spots/Week Rate		_
Week: 09/11/12 09/17/12 MTWTF 2 \$300.00		
Spot Ch Date Range Description Start/End Time	Weekdays Length Rate Type	
1 WISN 09/11/12-09/17/12 GOOD AFTERNOON AMERI 1P-2P LTC 9/07 See MG 1.3,1,4	' MTuWThF :30 \$300.00 NM	
2 WISN 09/11/12-09/17/12 GOOD AFTERNOON AMERI1P-2P LTC 9/07	A MICHELLE	
See MG 1.3,1.4	7 MTuWThF :30 \$300.00 NM	
3 WISN 09/11/12-09/17/12 KATIE COURIC M-F 2-3P	MTuWThF :30 \$300.00 NM	
® MG for 1.1,1.2	MINI 00.000 DC 1114 M TH	
4 WISN 09/11/12-09/17/12 KATIE COURIC M-F 2-3P	MTuWThF :30 \$300.00 NM	
MG for 1.1,1.2	100 400.00	
2 WISN 09/18/12 10/01/12 General Hospital 2-3pm/1-2p	:30 NM	2 \$700.00
Start Date End Date Weekdays Spots/Week Rate	14141	2 \$700.00
Week: 09/18/12 09/24/12 MTWTF 1 \$350.00		
Week: 09/25/12 10/01/12 MTWTF 1 \$350.00		
3 WISN 09/11/12 09/17/12 Late News 10PM 10-1030p	:30 NM	2 \$2,800.00
Start Date End Date Weekdays Spots/Week Rate		2 42,000.00
Week: 09/11/12 09/17/12 MTWTF 2 \$1,400.00		
4 WISN 09/18/12 10/01/12 Late News 10PM 10-1030p	:30 NM	4 \$6,400.00
Start Date End Date Weekdays Spots/Week Rate		, , , , , , , , , , , , , , , , , , ,
Week: 09/18/12 09/24/12 MTWTF 2 \$1,600.00		
Week: 09/25/12 10/01/12 MTWTF 2 \$1,600.00		
5 WISN 09/18/12 10/01/12 The View 10-11am	:30 NM	2 \$1,000.00
Start Date End Date Weekdays Spots/Week Rate		1
Week: 09/18/12 09/24/12 MTWTF 1 \$500.00		
Week: 09/25/12 10/01/12 MTWTF 1 \$500.00		i
6 WISN 09/11/12 09/17/12 The View 10-11am	:30 NM	2 \$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/11/12		
2 0,00.00		i
7 WISN 09/11/12 09/17/12 Late News 1030PM 1030p-11p	:30 NM	1 \$850.00
Start Date End Date Weekdays Spots/Week Rate		ı

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/23/12 / 08/23/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spo	ts	Amount
Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 1	<u>Rate</u> \$850.00				
8 WISN 09/18/12 10/01/12 Late News 1030PM Start Date End Date Weekdays Spots/Week Week: 09/18/12 09/24/12 MTWTF 1 Week: 09/25/12 10/01/12 MTWTF 1	1030p-11p <u>Rate</u> \$950.00 \$950.00	:30	NM	2	\$1,900.00
9 WISN 09/11/12 09/17/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/11/12 09/17/12 MTWTF 1	11p-1130p <u>Rate</u> \$400.00	:30	NM	1	\$400.00
10 WISN 09/18/12 10/01/12 Nightline Start Date End Date Weekdays Spots/Week Week: 09/18/12 09/24/12 MTWTF 1 Week: 09/25/12 10/01/12 MTWTF 1	11p-1130p <u>Rate</u> \$750.00 \$750.00	:30	NM	2	\$1,500.00
11 WISN 09/11/12 09/17/12 11A-12N LTC 9/07 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/11/12 09/17/12 MTWTF 2	11-12pm <u>Rate</u> \$200.00	:30	MM	2	\$400.00
12 WISN 09/18/12 10/01/12 THE CHEW Start Date End Date Weekdays Spots/Week Week: 09/18/12 09/24/12 MTWTF 2 Week: 09/25/12 10/01/12 MTWTF 2	12P-1P <u>Rate</u> \$300.00 \$300.00	:30	NM	4	\$1,200.00
13 WISN 09/11/12 09/17/12 General Hospital <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/11/12 09/17/12 MTwTF 2	2-3pm/1-2p <u>Rate</u> \$350.00	:30	MM	2	\$700.00
14 WISN 09/18/12 10/01/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/18/12 09/24/12 MTWTF 2 Week: 09/25/12 10/01/12 MTWTF 2	M-F 2-3P <u>Rate</u> \$500.00 \$500.00	:30	NM	4	\$2,000.00
15 WISN 09/11/12 10/01/12 3-4p Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 2 Week: 09/18/12 09/24/12 MTWTF 2 Week: 09/25/12 10/01/12 MTWTF 2	3-4p <u>Rate</u> \$500.00 \$500.00 \$500.00	:30	NM	6	\$3,000.00
16 WISN 09/11/12 09/17/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/11/12 09/17/12 MTWTF 2	4P-5P <u>Rate</u> \$500.00	:30	NM	2	\$1,000.00
17 WISN 09/18/12 10/01/12 DR. OZ Start Date End Date Weekdays Spots/Week Week: 09/18/12 09/24/12 MTWTF 2 Week: 09/25/12 10/01/12 MTWTF 2	4P-5P <u>Rate</u> \$600.00 \$600.00	:30	NM	4	\$2,400.00
18 WISN 09/11/12 10/01/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 09/11/12 09/17/12 MTWTF 1 Week: 09/18/12 09/24/12 MTWTF 1 Week: 09/25/12 10/01/12 MTWTF 1	430-5a <u>Rate</u> \$100.00 \$100.00 \$100.00	:30	NM	3	\$300.00
19 WISN 09/18/12 10/01/12 News M-F 5p Start Date	5-530pm <u>Rate</u> \$1,000.00 \$1,000.00	:30	NM	4	\$4,000.00
20 WISN 09/11/12 09/17/12 News M-F 5p	5-530pm	:30	NM	2	\$1,400.00

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08/23/12 / 08/23/12



Contract / Revision Alt Order# 943784 06278065 Contract Dates <u>Product</u> Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612 Advertiser Original Date / Revision

Democratic Senatorial Ca

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*Line Ch Start Date End	Date Description	Start/End Tin	me Days Length	Spots/ Week Rate T	umo Canata	
Start Date End Dat			no bayo congin	week late 1	ype Spots	Amount
Week: 09/11/12 09/17/12		\$700.00				
21 WISN 09/11/12 09/1	7/12 News M-F 5a	5-6A	:30		NM 2	\$500.00
Start Date End Dat Week: 09/11/12 09/17/12				•	'''' ²	\$500.00
	····	\$250.00				
Start Date End Date	1/12 News M-F 5a <u>e Weekdays</u> Spots/W	5-6A	:30	1	NM 4	\$1,400.00
Week: 09/18/12 09/24/12		<u>eek Rate</u> \$350.00				
Week: 09/25/12 10/01/12	2 MTWTF 2	\$350.00			Ī	
23 WISN 09/11/12 09/1		6-630pm	:30		NM 3	\$3,000.00
Start Date End Date Week: 09/11/12 09/17/12				·		Ψ5,000.00
***		\$1,000.00				
24 WISN 09/18/12 10/0 <u>Start Date</u> <u>End Date</u>		6-630pm	:30	1	NM 4	\$4,800.00
Week: 09/18/12 09/24/12		<u>Rate</u> \$1,200.00				
Week: 09/25/12 10/01/12	MTWTF 2	\$1,200.00				
25 WISN 09/18/12 10/0		6-7A	:30	<u> </u>	VM 6	\$6,000.00
Start Date End Date Week: 09/18/12 09/24/12				·	****	ΨΟ,000.00
Week: 09/18/12 09/24/12 Week: 09/25/12 10/01/12		\$1,000.00 \$1,000.00				
26 WISN 09/11/12 09/17		···		· · · · · · · · · · · · · · · · · · ·		
Start Date End Date		6-7A eek Rate	:30	١	VM 3	\$2,550.00
Week: 09/11/12 09/17/12		\$850.00				
27 WISN 09/11/12 09/17		630p-7pm	:30	· · · · · · · · · · · · · · · · · · ·	VM 2	\$1,500.00
Start Date End Date Week: 09/11/12 09/17/12						Ψ1,000.00
28 WISN 09/18/12 10/01		\$750.00				
Start Date End Date		630p-7pm eek Rate	:30	h	VM 4	\$3,400.00
Week: 09/18/12 09/24/12		\$850.00				
Week: 09/25/12 10/01/12	MTWTF 2	\$850.00				
29 WISN 09/11/12 10/01	/12 Good Morning America	7-9a	:30	}	VM 18	\$18,000.00
<u>Start Date</u> <u>End Date</u> Week: 09/11/12 09/17/12						1.0,000.00
Week: 09/18/12 09/24/12	MTWTF 6 MTWTF 6	\$1,000.00 \$1,000.00				
Week: 09/25/12 10/01/12	MTWTF 6	\$1,000.00				
30 WISN 09/18/12 10/01	/12 LIVE WITH KELLY!	9-10am	:30		JM 4	£4 000 00
Start Date End Date	Weekdays Spots/We		.00	ľ	VIVE 4	\$1,800.00
Week: 09/18/12 09/24/12 Week: 09/25/12 10/01/12	MTWTF 2	\$450.00				
31 WISN 09/11/12 09/17		\$450.00			_	
Start Date End Date		9-10am <u>ek</u> Rate	:30	Ŋ	M 2	\$1,400.00
Week: 09/11/12 09/17/12	MTWTF 2	\$700.00				
32 WISN 09/21/12 09/28		Fri 9-10p	:30	, ,	M 2	\$6,000.00
Start Date End Date Week: 09/17/12 09/23/12		<u>ek Rate</u>	.00	1		ΨΟ,ΟΟΟ.ΟΟ
Week: 09/17/12 09/23/12 Week: 09/24/12 09/30/12	1 1 1 1	\$3,000.00				
33 WISN 09/17/12 09/17		\$3,000.00			_	
Start Date End Date		Prime Other <u>ek</u> Rate	:30	V	IM 1	\$2,500.00
Week: 09/17/12 09/23/12	1 1	\$2,500.00			1	

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Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/23/12 / 08/23/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time Da	Spots/ ays Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate		. уроброко	7 III Odiit
34 WISN 09/24/12 10/01/12 Dancing Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1 Week: 10/01/12 10/07/12 1 1	Prime Other Rate \$5,500.00 \$5,500.00	:30	NM 2	\$11,000.00
35 WISN 09/24/12 09/24/12 PACKERS GAME Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1	PACKERS GAME <u>Rate</u> \$15,000.00	:30	NM 1	\$15,000.00
36 WISN 09/15/12 09/15/12 Late News Sa 10pm Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1	10-1035p <u>Rate</u> \$450.00	:30	NM 1	\$450.00
37 WISN 09/15/12 09/29/12 Entertainment Tonite Weeks Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1 Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	erET Weekend <u>Rate</u> \$150.00 \$150.00 \$150.00	:30	NM 3	\$450.00
38 WISN 09/15/12 09/29/12 College Football Game #2 Start Date Week: 09/10/12 09/16/12 09/16/12 09/16/12 09/23/12 09/23/12 09/24/12 09/30/12 09/24/12 09/30/12 09/24/12 09/30/12 09/24/12 09/30/12 09/24/12 09/30/12 09/24/12 09/30/12 09/24/12 09	230p-6p <u>Rate</u> \$1,200.00 \$1,200.00 \$1,200.00	:30	NM 3	\$3,600.00
39 WISN 09/15/12 09/15/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	456-6AM <u>Rate</u> \$200.00	:30	NM 1	\$200.00
40 WISN 09/22/12 09/29/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	6-630pm <u>Rate</u> \$700.00 \$700.00	:30	NM 2	\$1,400.00
41 WISN 09/15/12 09/15/12 Sat GMA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	6-7a <u>Rate</u> \$300.00	:30	NM 1	\$300.00
42 WISN 09/15/12 09/15/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1	6-630pm <u>Rate</u> \$500.00	:30	NM 1	\$500.00
43 WISN 09/22/12 09/29/12 Sat 630-7p Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	630-7p <u>Rate</u> \$500.00 \$500.00	:30	NM 2	\$1,000.00
44 WISN 09/15/12 09/15/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1- 1	7-1030p <u>Rate</u> \$1,100.00	:30	N M 1	\$1,100.00
45 WISN 09/29/12 09/29/12 Badgers FB <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121- 1	7-1030p <u>Rate</u> \$8,500.00	:30	NM 1	\$8,500.00
46 WISN 09/16/12 09/16/12 Late News 10pm Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1	10p-1030p <u>Rate</u> \$1,400.00	:30	NM 1	\$1,400.00
47 WISN 09/23/12 09/30/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p <u>Rate</u>	:30	NM 2	\$1,900.00

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate # DSCC-IE 09/11/12 - 10/01/12 1612

Advertiser Original Date / Revision 08/23/12 / 08/23/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week R	ate Type 9	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1	Rate	***************************************			
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$950.00 \$950.00				
48 WISN 09/23/12 09/30/12 Su 458-6a	458-6AM	.20		_	
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	2	\$400.00
Week: 09/17/12 09/23/121 1	\$200.00				
Week: 09/24/12 09/30/121 1	\$200.00				
49 WISN 09/16/12 09/16/12 News Sun 530pm	530-6p	:30	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	<u>Rate</u> \$400.00				
50 WISN 09/23/12 09/30/12 News Sun 530pm	530-6p			_	
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	2	\$1,000.00
Week: 09/17/12 09/23/121 1	\$500.00				
Week: 09/24/12 09/30/121 1	\$500.00				
51 WISN 09/16/12 09/16/12 Sun GMA	6-7a	:30	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	<u>Rate</u> \$250.00				
52 WISN 09/23/12 09/30/12 Sun GMA	6-7a				
Start Date End Date Weekdays Spots/Week	o-≀a Rate	:30	NM	2	\$800.00
Week: 09/17/12 09/23/121 1	\$400.00				
Week: 09/24/12 09/30/121 1	\$400.00				
53 WISN 09/23/12 09/30/12 News Sun 7-9a	7-9am	:30	NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1	<u>Rate</u> \$500.00				
Week: 09/24/12 09/30/121 1	\$500.00 \$500.00				
54 WISN 09/23/12 09/30/12 This Week With George Ste		:30	NM	•	£2 222 22
Start Date End Date Weekdays Spots/Week	Rate	.50	14141	2	\$2,000.00
Week: 09/17/12 09/23/121 1	\$1,000.00				
Week: 09/24/12 09/30/121 1	\$1,000.00				
55 WISN 09/16/12 09/16/12 This Week With George Ste Start Date End Date Weekdays Spots/Week		:30	MM	1	\$650.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	<u>Rate</u> \$650.00		Ī		
56 WISN 09/27/12 09/27/12 LastResort	Thu 7-8p	:30	NM	1	£2 000 00
Start Date End Date Weekdays Spots/Week	Rate	.50	INIVI	ı	\$2,000.00
Week: 09/24/12 09/30/121 1	\$2,000.00				
57 WISN 09/11/12 09/11/12 Trust	Tue 8-9p	:30	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 -1 1	<u>Rate</u> \$1,800.00				
58 WISN 09/11/12 09/11/12 NYMed					
Start Date End Date Weekdays Spots/Week	Tue 9-10p Rate	:30	NM	1	\$1,800.00
Week: 09/10/12 09/16/12 -1 1	\$1,800.00		Ì		
		Table		4.40	£445.700.00

Totals 146 \$145,700.00

Time Period	# of Spots	Gross Amount	Net Amount		
08/27/12 -09/30/12	136	\$134,650.00	\$114,452.50		
10/01/12 -10/01/12	10	\$11,050.00	\$9,392.50		
Totals	146	\$145,700.00	\$123,845.00		

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	943784 /	Alt Order # 06278065
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE	Estimate # 1612
Advertiser Democratic Senatorial Ca		nal Date / Revision //23/12 / 08/23/12

Signature:	Date:	
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CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

	Contract / Rev	vision		Alt Order #	
	943784	1		06278065	
Product					
DSCC-IE					
Contract Dates	Estimate #				
09/11/12 - 10/01/12	1612				
Advertiser	2		Ori	ginal Date	/ Revision
Democratic Senatorial Ca	ımpaign Com	mittee	0	8/24/12	/ 08/24/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	<u>Station</u>	Accour	it E	xecutive	Sales Office
	WISN	Will Hil	deb	orandt	HRP -Washingto
	Special Hand	ing			
	<u>Demographic</u>				
	Adults 35+				
	<u>IDB#</u>	<u>Adverti</u>	ser	Code	Product Code
	8091	49			53
	Agency Ref			Advertiser	Ref

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots **Amount** WISN 09/18/12 09/28/12 GOOD AFTERNOON AMERI1P-2P LTC 9/07 :30 NM \$600.00 Spots/Week Start Date End Date Weekdays Rate Week: 09/17/12 09/23/12 --WTF--1 \$300.00 Spot Ch Date Range <u>Description</u> Start/End Time Weekdays 1 Length Rate Type 3 WISN 09/11/12-09/17/12 KATIE COURIC M-F 2-3P MTuWThF----:30 \$300.00 NM ⊕ See MG 1.5,1.6 4 WISN 09/11/12-09/17/12 KATIE COURIC M-F 2-3P MTuWThF----:30 \$300.00 NM See MG 1.5,1.6 5 WISN 09/18/12-09/28/12 KATIE COURIC M-F 2-3P MTuWThF----:30 \$300.00 NM MG for 1.3,1.4 7 WISN 09/17/12-09/23/12 GOOD AFTERNOON AMERI 1P-2P LTC 9/07 ---WThF----\$300.00 :30 NM Credited Week: 09/24/12 09/30/12 --WTF--1 \$300.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate <u>Type</u> 6 WISN 09/18/12-09/28/12 KATIE COURIC M-F 2-3P MTuWThF----:30 \$300.00 NM MG for 1.3,1.4 8 WISN 09/24/12-09/30/12 GOOD AFTERNOON AMERI 1P-2P LTC 9/07 ---WThF----:30 \$300-00 NM Credited 2 WISN 09/18/12 09/30/12 General Hospital 2-3pm/1-2p :30 NM \$700.00 Start Date End Date Weekdays Spots/Week <u>Rate</u> Week: 09/17/12 09/23/12 --WTF--\$350.00 Week: 09/24/12 09/30/12 MTWTF--\$350.00 WISN 09/12/12 09/14/12 Late News 10PM 10-1030p :30 NM \$2,800.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 --WTF--2 \$1,400.00 WISN 09/18/12 10-1030p 09/28/12 Late News 10PM :30 NM \$6,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 -TWTF--2 \$1,600.00 Week: 09/24/12 09/30/12 MTWTF--2 \$1,600.00 WISN 09/18/12 09/28/12 The View 10-11am :30 NM 2 \$1,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 09/17/12 09/23/12 -TWTF--\$500.00

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Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/24/12 / 08/24/12 Democratic Senatorial Ca

W. O. O. I. D. T. I. D. I. D. I. I.	.	Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 MTWTF 1	<u>Rate</u> \$500.00			
N 6 WISN 09/12/12 09/14/12 The View	10-11am	:30	NM 2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Weel</u> Week: 09/10/12 09/16/12WTF 2				
N 7 WISN 09/12/12 09/14/12 Late News 1030PM	\$700.00	.20		****
Start Date End Date Weekdays Spots/Weel	1030p-11p Rate	:30	NM 1	\$850.00
Week: 09/10/12 09/16/12WTF 1	\$850.00			
N 8 WISN 09/18/12 09/28/12 Late News 1030PM	1030p-11p	:30	NM 2	\$1,900.00
Start Date End Date Weekdays Spots/Weel Week: 09/17/12 09/23/12 -TwTF 1	<u>Rate</u> \$950.00			
Week: 09/24/12 09/30/12 MTWTF 1	\$950.00			
N 9 WISN 09/12/12 09/14/12 Nightline	11p-1130p	:30	NM 1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Weel</u> Week: 09/10/12				4 (5 5.05
	\$400.00			
N 10 WISN 09/18/12 09/29/12 Nightline Start Date End Date Weekdays Spots/Weel	11p-1130p <u>Rate</u>	:30	NM 2	\$1,500.00
Week: 09/17/12 09/23/12 -TWTF 1	\$750.00			
Week: 09/24/12 09/30/12 MTWTF 1	\$750.00			
N 11 WISN 09/12/12 09/14/12 11A-12N LTC 9/07	11-12pm	:30	NM 2	\$400.00
Start Date End Date Weekdays Spots/Weel Week: 09/10/12 09/16/12 wTF 2	<u>Rate</u> \$200.00			
N 12 WISN 09/18/12 09/28/12 THE CHEW	12P-1P	:30	NM 4	\$1,200.00
Start Date End Date Weekdays Spots/Weel	<u>Rate</u>	.00	11101	\$1,200.00
Week: 09/17/12	\$300.00			
	\$300.00			
N 13 WISN 09/12/12 09/14/12 General Hospital Start Date End Date Weekdays Spots/Weel	2-3pm/1-2p Rate	:30	NM 2	\$700.00
Week: 09/10/12 09/16/12WTF 2	\$350.00			
N 14 WISN 09/18/12 09/28/12 KATIE COURIC	M-F 2-3P	:30	NM 4	\$2,000.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TwTF 2				
Week: 09/24/12 09/30/12 MTWTF 2	\$500.00 \$500.00			
N 15 WISN 09/12/12 09/28/12 3-4p	3-4p	:30	NM 6	\$3,000.00
Start Date End Date Weekdays Spots/Weel	<u>Rate</u>	.00	'''' °	Ψ5,000.00
Week: 09/10/12 09/16/12WTF 2 Week: 09/17/12 09/23/12 MTWTF 2	\$500.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$500.00 \$500.00			
N 16 WISN 09/12/12 09/14/12 DR. OZ	4P-5P	:30	NM 2	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	14141	Φ1,000.00
Week: 09/10/12 09/16/12WTF 2	\$500.00			
N 17 WISN 09/18/12 09/28/12 DR. OZ Start Date End Date Weekdays Spots/Weel	4P-5P	:30	NM 4	\$2,400.00
Week: 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$600.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$600.00		1	
N 18 WISN 09/12/12 09/28/12 News M-F 430a	430-5a	:30	NM 3	\$300.00
Start Date End Date Weekdays Spots/Weel Week: 09/10/12 09/16/12 wrF 1				
Week: 09/17/12 09/23/12 MTWTF 1	\$100.00 \$100.00			
	ψ·σσ.σσ		1	

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Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/24/12 / 08/24/12 Democratic Senatorial Ca

#1: 01 01 1D 1 E 1D 1 D 1 1		Spots/	_	
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spot	s Amount
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/24/1209/30/12MTWTF1	<u>Rate</u> \$100.00			
N 19 WISN 09/18/12 09/28/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2	5-530pm <u>Rate</u> \$1,000.00 · \$1,000.00	:30	NM	4 \$4,000.00
N 20 WISN 09/12/12 09/14/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 2	5-530pm <u>Rate</u> \$700.00	:30	NM	2 \$1,400.00
N 21 WISN 09/12/12 09/14/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 WTF 2	5-6A <u>Rate</u> \$250.00	:30	NM	2 \$500.00
N 22 WISN 09/18/12 09/28/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2	5-6A <u>Rate</u> \$350.00 \$350.00	:30	NM	4 \$1,400.00
N 23 WISN 09/12/12 09/14/12 News M-F 6p Start Date	6-630pm <u>Rate</u> \$1,000.00	:30	NM	3 \$3,000.00
N 24 WISN 09/18/12 09/28/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2	6-630pm <u>Rate</u> \$1,200.00 \$1,200.00	:30	NM	4 \$4,800.00
N 25 WISN 09/18/12 09/28/12 News M-F 6a Start Date	6-7A <u>Rate</u> \$1,000.00 \$1,000.00	:30	NM	6 \$6,000.00
N 26 WISN 09/12/12 09/14/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 3	6-7A <u>Rate</u> \$850,00	:30	NM	3 \$2,550.00
N 27 WISN 09/12/12 09/14/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 wTF 2	630p-7pm <u>Rate</u> \$750.00	:30	NM	2 \$1,500.00
N 28 WISN 09/18/12 09/28/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2	630p-7pm <u>Rate</u> \$850.00 \$850.00	:30	NM	4 \$3,400.00
N 29 WISN 09/12/12 09/28/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 wTF 6 Week: 09/24/12 09/30/12 MTWTF 6 Week: 09/24/12 09/30/12 MTWTF 6	7-9a <u>Rate</u> \$1,000.00 \$1,000.00 \$1,000.00	:30	NM	18 \$18,000.00
N 30 WISN 09/18/12 09/28/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TwTF 2 Week: 09/24/12 09/30/12 MTwTF 2	9-10am <u>Rate</u> \$450.00 \$450.00	:30	NM	4 \$1,800.00
N 31 WISN 09/12/12 09/14/12 LIVE WITH KELLY! Start Date	9-10am <u>Rate</u> \$700.00	:30	NM	2 \$1,400.00

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Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/24/12 / 08/24/12 Democratic Senatorial Ca

					Spots/				
*Line Ch Start Date End			Start/End Time	Days Lo	ength Week	Rate	Type Spc	ots	Amount
Start Date End Dat		Spots/Week	<u>Rate</u>						
32 WISN 09/21/12 09/2 Start Date End Date	28/12 2020 e Weekdays	Spots/Week	Fri 9-10p		:30		NM	2	\$6,000.00
Week: 09/17/12 09/23/12		<u>30013749ek</u>	<u>Rate</u> \$3,000.00						
Week: 09/24/12 09/30/12	2 1	1	\$3,000.00						
33 WISN 09/17/12 09/1	7/12 BachPad		Prime Other		:30		NM	1	\$2,500.00
Start Date End Dat		Spots/Week	<u>Rate</u>				1 1141	ı	Ψ2,000.00
Week: 09/17/12 09/23/12		1	\$2,500.00						
	1/12 Dancing	0	Prime Other		:30		NM	2	\$11,000.00
<u>Start Date</u> <u>End Dat</u> Week: 09/24/12 09/30/12		Spots/Week 1	<u>Rate</u> \$5,500.00						
Week: 10/01/12 10/07/12		1	\$5,500.00						
35 WISN 09/24/12 09/2	4/12 PACKERS	GAME	PACKERS GAME		:30		NM	1	\$1E 000 00
Start Date End Dat	<u>e Weekdays</u>	Spots/Week	Rate		.50		IAIAI	ı	\$15,000.00
Week: 09/24/12 09/30/12	2 1	1	\$15,000.00						
	5/12 Late News 9		10-1035p		:30		NM	1	\$450.00
<u>Start Date</u> <u>End Dat</u> Week: 09/10/12 09/16/12		Spots/Week	<u>Rate</u> \$450.00						
37 WISN 09/15/12 09/2		nt Tonite Week							
Start Date End Date		Spots/Week	er⊑ i vveekend Rate		:30		NM	3	\$450.00
Week: 09/10/12 09/16/12		1	\$150.00						
Week: 09/17/12 09/23/12		1	\$150.00						
Week: 09/24/12 09/30/12		1	\$150.00						
38 WISN 09/15/12 09/2		tball Game #2	230p-6p		:30		NM	3	\$3,600.00
Start Date End Date Week: 09/10/12 09/16/12		Spots/Week 1	<u>Rate</u> \$1,200.00						
Week: 09/17/12 09/23/12		1	\$1,200.00						
Week: 09/24/12 09/30/12		1	\$1,200.00						
39 WISN 09/15/12 09/1	5/12 Sa 458-6a		456-6AM	·	:30		NM	1	\$200.00
Start Date End Date		Spots/Week	Rate		.00		LAIVI	'	\$200.00
Week: 09/10/12 09/16/12		1	\$200.00						
40 WISN 09/22/12 09/2			6-630pm		:30	777788	NM	2	\$1,400.00
Start Date End Date Week: 09/17/12 09/23/12		Spots/Week 1	<u>Rate</u> \$700.00						
Week: 09/24/12 09/30/12	-	i	\$700,00						
41 WISN 09/15/12 09/1	5/12 Sat GMA	<u> </u>	6-7a		:30		NIN 6		
Start Date End Date		Spots/Week	Rate		.50		NM	1	\$300.00
Week: 09/10/12 09/16/12		1	\$300.00						
42 WISN 09/15/12 09/1	5/12 News Sa 6p	-630p	6-630pm		:30		NM	1	\$500.00
Start Date End Date Week: 09/10/12 09/16/12	<u>Weekdays</u>	Spots/Week 1							,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
		<u> </u>	\$500.00						
43 WISN 09/22/12 09/29 Start Date End Date		Spots/Week	630-7p <u>Rate</u>		:30		NM	2	\$1,000.00
Week: 09/17/12 09/23/12		1	\$500.00						
Week: 09/24/12 09/30/12	1-	1	\$500.00						
44 WISN 09/15/12 09/15	5/12 ABC Prime (College Footbal	7-1030p		:30		NM	1	\$1,100.00
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate					•	# 1 ₁ 100.00
Week: 09/10/12 09/16/12	****	1	\$1,100.00						
45 WISN 09/29/12 09/29	9/12 Badgers FB		7-1030p		:30		NM	1	\$8,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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08/24/12 / 08/24/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 943784 06278065 Contract Dates Estimate # Product 09/11/12 - 10/01/12 DSCC-IE 1612 Advertiser Original Date / Revision

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	0. 45	Spots/		
Start Date End Date Weekdays Spots/Week	Start/End Time Rate	Days Length Week Rate	Type Spot:	s Amount
Week: 09/24/12 09/30/121- 1	\$8,500.00			
46 WISN 09/16/12 09/16/12 Late News 10pm	10p-1030p	:30	NM	1 \$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	<u>Rate</u> \$1,400.00			V., 100.00
47 WISN 09/23/12 09/30/12 Late News SU 1030PM	1030p-11p	:30	NM	2 \$1,900.00
Start Date End Date Weekdays Spots/Week	Rate	.55	14101	2 \$1,900.00
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$950,00 \$950,00			
48 WISN 09/23/12 09/30/12 Su 458-6a	458-6AM	:30	NM	2 \$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1	<u>Rate</u>	.50	14141	2 \$400.00
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$200.00 \$200.00			
49 WISN 09/16/12 09/16/12 News Sun 530pm	530-6p	:30	NM	1 #100.00
Start Date End Date Weekdays Spots/Week	Rate	.50	IAIAI	1 \$400.00
	\$400.00			
Start Date End Date Weekdays Spots/Week	530-6p Rate	:30	NM :	2 \$1,000.00
Week: 09/17/12 09/23/121 1	\$500.00			
	\$500.00			
Start Date End Date Weekdays Spots/Week	6-7a <u>Rate</u>	:30	NM	1 \$250.00
Week: 09/10/12 09/16/121 1	\$250.00			
52 WISN 09/23/12 09/30/12 Sun GMA Start Date End Date Weekdays Spots/Week	6-7a	:30	NM :	2 \$800.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1	<u>Rate</u> \$400.00			
Week: 09/24/12 09/30/121 1	\$400.00			
53 WISN 09/23/12 09/30/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week	7-9am	:30	NM :	2 \$1,000.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1	<u>Rate</u> \$500.00			
Week: 09/24/12 09/30/121 1	\$500.00			
54 WISN 09/23/12 09/30/12 This Week With George Ste Start Date End Date Weekdays Spots/Week		:30	NM :	2 \$2,000.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1	<u>Rate</u> \$1,000.00			
Week: 09/24/12 09/30/121 1	\$1,000.00			
55 WISN 09/16/12 09/16/12 This Week With George Ste		:30	NM ·	1 \$650.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1 1	<u>Rate</u> \$650.00			
56 WISN 09/27/12 09/27/12 LastResort	Thu 7-8p	:30	NM ·	1 \$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	Rate			φ2,000.00
57 WISN 09/11/12 09/11/12 Trust	\$2,000.00 Tue 8-9p	120		
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	:30	NM ·	1 \$1,800.00
Week: 09/10/12 09/16/12 -1 1	\$1,800.00			
58 WISN 09/11/12 09/11/12 NYMed Start Date	Tue 9-10p Rate	:30	NM 1	\$1,800.00
Week: 09/10/12 09/16/12 -1 1	\$1,800.00			

Totals

146

\$145,700.00

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	Contract / Revision 943784 /	Alt Order # 06278065
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE	Estimate # 1612
Advertiser Democratic Senatoria		riginal Date / Revision 08/24/12 / 08/24/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	145	\$140,200.00	\$119,170.00
10/01/12 -10/01/12	1	\$5,500.00	\$4,675.00
Totals	146	\$145,700.00	\$123,845.00

Signature: D	Date:
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CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

	Contract / Rev	/ision	A	Alt Order#		
	943784	/ 1	0	6278065		
<u>Product</u>						
DSCC-IE						
Contract Dates	Estimate #					
09/11/12 - 10/01/12	1612					
Advertiser			Orig	inal Date /	Revision	
Democratic Senatorial Ca	ımpaign Com	mittee	08	/27/12	/ 08/27/12	
	Billing Cycle	Billing	Cale	ndar	Cash/Trade	
	EOM/EOC	Broado	cast		Cash	
	<u>Station</u>	Accou	nt Ex	ecutive	Sales Office	
	WISN	Will Hi	ldebr	andt	HRP -Washingto	
	Special Hand	ling				
	Demographic					
	Adults 35+					
	IDB#	Advert	iser (<u>Code</u>	Product Code	
	8091	49			53	
	Agency Ref		4	Advertiser	Ref	

Chatal

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate T	ype Spots	Amount
1 WISN 09/18/12 09/28/12 GOOD AFTERNOON AMER	RI1P-2P LTC 9/07	:30		NM 2	\$600.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/17/12 09/23/12WTF 1	\$300.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate 1	Гуре	
3 WISN 09/11/12-09/17/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00	NM	
→ See MG 1.5,1.6					
4 WISN 09/11/12-09/17/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00	NM	
See MG 1.5,1.6					
5 WISN 09/18/12-09/28/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00	NM	
MG for 1.3,1.4					
7 WISN 09/17/12-09/23/12 GOOD AFTERNOON AME	RI1P-2P LTC 9/07	WThF :30	\$300 . 00	NM	
Credited					
Week: 09/24/12 09/30/12WTF 1	\$300.00			1	
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
6 WISN 09/18/12-09/28/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00	NM	
MG for 1.3,1.4					
8 WISN 09/24/12-09/30/12 GOOD AFTERNOON AME	RI1P-2P LTC 9/07	WThF :30	\$300.00	NM	
Credited					
2 WISN 09/18/12 09/30/12 General Hospital	2-3pm/1-2p	:30		NM 2	\$700.00
Start Date End Date Weekdays Spots/Week	Rate				*******
Week: 09/17/12 09/23/12WTF 1	\$350.00				
Week: 09/24/12 09/30/12 MTWTF 1	\$350.00				
3 WISN 09/12/12 09/14/12 Late News 10PM	10-1030p	:30		NM 2	\$2,800.00
Start Date End Date Weekdays Spots/Week	Rate	.00			42,000.00
Week: 09/10/12	\$1,400.00			1	
4 WISN 09/18/12 09/28/12 Late News 10PM	10-1030p	:30		NM 4	\$6,400.00
Start Date End Date Weekdays Spots/Week	Rate	.50		TAIVA	90,400.00
Week: 09/17/12 09/23/12 -TWTF 2	\$1,600.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$1,600.00				
	10-11am	:30		NM 2	\$1,000,00
•		.30		INIVI	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TWTF 1	<u>Rate</u> \$500.00				
WEGN. 00/1//12 00/20/12 -1W1F 1	ψ300.00			i	

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Contract / Revision Alt Order# 943784 06278065 Contract Dates Estimate # **Product** 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/27/12 / 08/27/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start E	Date End Da	ate Description	1	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u> \$500.00						
6 WISN 09/12/				10-11am		:30		NM	2	\$1,400.00
Start Date Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week 2	<u>Rate</u> \$700.00						
7 WISN 09/12/			_	1030p-11p		:30		NM	1	\$850.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						7-40,00
Week: 09/10/12	09/16/12	WTF	1	\$850.00					_	
8 WISN 09/18/ Start Date	12 09/28/1 End Date	2 Late News ' Weekdays	I030PM Spots/Week	1030p-11p Rate		:30		NM	2	\$1,900.00
Week: 09/17/12	09/23/12	-TWTF	1	\$950.00						
Week: 09/24/12	09/30/12	MTWTF	1	\$950.00						
9 WISN 09/12/		•	O t - fat t	11p-1130p		:30		NM	1	\$400.00
Start Date Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week 1	<u>Rate</u> \$400.00						
10 WISN 09/18/	12 09/29/1	2 Nightline		11p-1130p		:30		NM	2	\$1,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 09/17/12 Week: 09/24/12	09/23/12 09/30/12	-TWTF MTWTF	1 1	\$750.00 \$750.00				İ		
N 11 WISN 09/12/			•	M-F 11A-12P		:30		NM	2	\$400.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			_	Ψ100.00
Week: 09/10/12	09/16/12	WTF	2	\$200.00						
12 WISN 09/18/		2 THE CHEW Weekdays	Spots/Week	12P-1P		:30		NM	4	\$1,200.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	-TWTF	2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	<u>Rate</u> \$300.00						
Week: 09/24/12	09/30/12	MTWTF	2	\$300.00						
13 WISN 09/12/			•	2-3pm/1-2p		:30		NM	2	\$700.00
<u>Start Date</u> Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u> WTF 	Spots/Week 2	<u>Rate</u> \$350.00						
14 WISN 09/18/				M-F 2-3P		:30		NM	4	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00			·	¥= 000.00
Week: 09/17/12	09/23/12	-TWTF	2	\$500.00				1		
Week: 09/24/12 15 WISN 09/12/	09/30/12 12 09/28/1	MTWTF	2	\$500.00		:30		NM	6	#2 000 nn
Start Date	End Date	2 3-4p Weekdays	Spots/Week	3-4p Rate		.30		INIVI	0	\$3,000.00
Week: 09/10/12	09/16/12	WTF	2	\$500.00						
Week: 09/17/12 Week: 09/24/12	09/23/12 09/30/12	MTWTF MTWTF	2 2	\$500.00 \$500.00				l		
16 WISN 09/12/				4P-5P		:30		NM	2	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1.4141	2	Ψ1,000.00
Week: 09/10/12	09/16/12	WTF	2	\$500.00						
17 WISN 09/18/			Omak= 884= =1:	4P-5P		:30		NM	4	\$2,400.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$600.00						
Week: 09/24/12	09/30/12	MTWTF	2	\$600.00						
18 WISN 09/12/				430-5a		:30		MM	3	\$300.00
Start Date Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week 1	<u>Rate</u> \$100.00						
Week: 09/17/12	09/23/12	MTWTF	1	\$100.00						
								•		

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Print Date 08/27/12

Page 3 of 8



Contract / Revision Alt Order # 943784 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/27/12 / 08/27/12 Democratic Senatorial Ca

					Spots	s/			
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days Length Weel	k Rate	TypeS	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					·····
Week: 09/24/12	09/30/12	MTWTF	1	\$100.00	·				
19 WISN 09/18/			•	5-530pm	:30		NM	4	\$4,000.00
<u>Start Date</u> Week: 09/17/12	End Date 09/23/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$1,000.00			I		
Week: 09/24/12	09/30/12	MTWTF	2	\$1,000.00					
20 WISN 09/12/		2 News M-F		5-530pm	:30		NM	2	\$1,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate	.50		IAIAI	2	\$1,400.00
Week: 09/10/12	09/16/12	WTF	2	\$700.00					
21 WISN 09/12/	12 09/14/1	2 News M-F	5a	5-6A	:30		NM	2	\$500.00
Start Date	End Date	Weekdays	Spots/Week	Rate					
Week: 09/10/12	09/16/12	WTF	2	\$250.00					
22 WISN 09/18/ Start Date	/12 09/28/1 End Date	12 News M-F Weekdavs	5a Spots/Week	5-6A	:30		NM	4	\$1,400.00
Week: 09/17/12	09/23/12	-TWTF	2 2	<u>Rate</u> \$350.00			1		
Week: 09/24/12	09/30/12	MTWTF	2	\$350.00					
23 WISN 09/12/	12 09/14/1	2 News M-F	6p	6-630pm	:30		NM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					72,000.00
Week: 09/10/12	09/16/12	WTF	3	\$1,000.00					
24 WISN 09/18/		2 News M-F	•	6-630pm	:30		NM	4	\$4,800.00
Start Date Week; 09/17/12	End Date 09/23/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$1,200.00					
Week: 09/24/12	09/30/12	MTWTF	2	\$1,200.00					
25 WISN 09/18/	12 09/28/1	l2 News M-F	6a	6-7A	:30		NM	6	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	.00		''''	· ·	\$0,000.00
Week: 09/17/12	09/23/12	-TWTF	3	\$1,000.00			ı		
Week: 09/24/12	09/30/12	MTWTF	3	\$1,000.00					
26 WISN 09/12/			•	6-7A	:30		NM	3	\$2,550.00
Start Date Week: 09/10/12	End Date 09/16/12	Weekdays WTF	Spots/Week 3	<u>Rate</u> \$850.00					
27 WISN 09/12/			ent Tonight		:30		NINA	^	64 500 00
Start Date	End Date	Weekdays	Spots/Week	630p-7pm Rate	:30		NM	2	\$1,500.00
Week: 09/10/12	09/16/12	WTF	2	\$750.00					
28 WISN 09/18/	12 09/28/1	2 Entertainm	ent Tonight	630p-7pm	:30		NM	4	\$3,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 09/17/12	09/23/12	-TWTF	2	\$850.00					
Week: 09/24/12	09/30/12	MTWTF	2	\$850.00					
29 WISN 09/12/	/12 09/28/1 End Date		ing America	7-9a	:30		NM	18	\$18,000.00
Start Date Week: 09/10/12	09/16/12	<u>Weekdays</u> wTF	Spots/Week 6	<u>Rate</u> \$1,000.00					
Week: 09/17/12	09/23/12	MTWTF	6	\$1,000.00			1		
Week: 09/24/12	09/30/12	MTWTF	6	\$1,000.00					
30 WISN 09/18/		2 LIVE WITH	KELLY!	9-10am	:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
Week: 09/17/12 Week: 09/24/12	09/23/12 09/30/12	-TWTF MTWTF	2 2	\$450.00 \$450.00					
								_	
31 WISN 09/12/ Start Date	12 09/14/1 End Date	12 LIVE WITH Weekdays	1 KELLY! Spots/Week	9-10am <u>Rate</u>	:30		NM	2	\$1,400.00
Week: 09/10/12	09/16/12	WTF	2	\$700.00					
							•		

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Contract / Revision Alt Order# 943784 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 08/27/12 / 08/27/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Ra	te TypeS	pots	Amount
Start Date End Date Weekdays Spots/Wee	<u>k Rate</u>				
32 WISN 09/21/12 09/28/12 2020	Fri 9-10p	:30	NM	2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 09/17/12 09/23/121 1	<u>k Rate</u> \$3,000.00				
Week: 09/24/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$3,000.00				
33 WISN 09/17/12 09/17/12 BachPad	Prime Other	:30	NM	4	f2 E00 00
Start Date End Date Weekdays Spots/Wee		.30	14141	1	\$2,500.00
Week: 09/17/12 09/23/12 1 1	\$2,500.00				
34 WISN 09/24/12 10/01/12 Dancing	Prime Other	:30	NM	2	\$11,000.00
Start Date End Date Weekdays Spots/Wee					
Week: 09/24/12 09/30/12 1 1 Week: 10/01/12 10/07/12 1 1	\$5,500.00 \$5,500.00				
35 WISN 09/24/12 09/24/12 PACKERS GAME Start Date End Date Weekdays Spots/Wee	PACKERS GAME k Rate	:30	NM	1	\$15,000.00
Week: 09/24/12 09/30/12 1 1	\$15,000.00				
36 WISN 09/15/12 09/15/12 Late News Sa 10pm	10-1035p	:30	NM	1	\$450.00
Start Date End Date Weekdays Spots/Wee	<u>k Rate</u>			•	4.50.00
Week: 09/10/12 09/16/121- 1	\$450.00				
37 WISN 09/15/12 09/29/12 Entertainment Tonite We		:30	NM	3	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 09/10/12 09/16/121- 1	<u>k Rate</u> \$150.00				
Week: 09/17/12 09/23/121- 1	\$150.00 \$150.00				
Week: 09/24/12 09/30/121- 1	\$150.00		ŀ		
38 WISN 09/15/12 09/29/12 College Football Game #	2 230p-6p	:30	NM	3	\$3,600.00
Start Date End Date Weekdays Spots/Wee	• •			Ū	40,000.00
Week: 09/10/12 09/16/121- 1	\$1,200.00				
Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	\$1,200.00 \$1,200.00				
39 WISN 09/15/12 09/15/12 Sa 458-6a Start Date End Date Weekdays Spots/Wee	456-6AM <u>k Rate</u>	:30	NM	1	\$200.00
Week: 09/10/12 09/16/121- 1	\$200.00				
40 WISN 09/22/12 09/29/12 News Sa 6p-630p	6-630pm	:30	NM	2	\$1,400.00
Start Date End Date Weekdays Spots/Wee					,
Week: 09/17/12 09/23/121- 1	\$700.00				
Week: 09/24/12 09/30/121- 1	\$700.00				
41 WISN 09/15/12 09/15/12 Sat GMA Start Date End Date Weekdays Spots/Wee	6-7a	:30	NM	1	\$300.00
Week: 09/10/12 09/16/121- 1	<u>k Rate</u> \$300.00				
42 WISN 09/15/12 09/15/12 News Sa 6p-630p	6-630pm	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Wee	<u>k Rate</u>	.00			Ψ300.00
Week: 09/10/12 09/16/121- 1	\$500.00				
43 WISN 09/22/12 09/29/12 Sat 630-7p	630-7p	:30	NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 09/17/12 09/23/121- 1					
Week: 09/24/12 09/30/121- 1	\$500.00 \$500.00				
44 WISN 09/15/12 09/15/12 ABC Prime College Footi		:30	NM	4	64 400 00
Start Date End Date Weekdays Spots/Wee		.30	MINI	1	\$1,100.00
Week: 09/10/12 09/16/121 1	\$1,100.00				
45 WISN 09/29/12 09/29/12 Badgers FB	7-1030p	:30	NM	1	\$8,500.00

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Alt Order# Contract / Revision 943784 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Original Date / Revision <u>Advertiser</u> 08/27/12 / 08/27/12 Democratic Senatorial Ca

Spots/

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	TypeSp	oots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1- 1	<u>Rate</u> \$8,500.00				***
46 WISN 09/16/12 09/16/12 Late News 10pm Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1	10p-1030p <u>Rate</u> \$1,400.00	:30	NM	1	\$1,400.00
47 WISN 09/23/12 09/30/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	1030p-11p <u>Rate</u> \$950.00 \$950.00	:30	MM	2	\$1,900.00
48 WISN 09/23/12 09/30/12 Su 458-6a Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	458-6AM <u>Rate</u> \$200.00 \$200.00	:30	MM	2	\$400.00
49 WISN 09/16/12 09/16/12 News Sun 530pm Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1	530-6p <u>Rate</u> \$400.00	:30	NM	1	\$400.00
50 WISN 09/23/12 09/30/12 News Sun 530pm Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	530-6p <u>Rate</u> \$500.00 \$500.00	:30	MM	2	\$1,000.00
51 WISN 09/16/12 09/16/12 Sun GMA Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1	6-7a <u>Rate</u> \$250.00	:30	NM	1	\$250.00
52 WISN 09/23/12 09/30/12 Sun GMA Start Date	6-7a <u>Rate</u> \$400.00 \$400.00	:30	NM	2	\$800.00
53 WISN 09/23/12 09/30/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	7-9am <u>Rate</u> \$500.00 \$500.00	:30	NM	2	\$1,000.00
54 WISN 09/23/12 09/30/12 This Week With George Ste Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	ep930-1030am <u>Rate</u> \$1,000.00 \$1,000.00	:30	NM	2	\$2,000.00
55 WISN 09/16/12 09/16/12 This Week With George Ste Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1	ep930-1030am <u>Rate</u> \$650.00	:30	NM	1	\$650.00
56 WISN 09/27/12 09/27/12 LastResort Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1	Thu 7-8p <u>Rate</u> \$2,000.00	:30	NM	1	\$2,000.00
57 WISN 09/11/12 09/11/12 Trust Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 -1 1	Tue 8-9p <u>Rate</u> \$1,800.00	:30	NM	1	\$1,800.00
58 WISN 09/11/12 09/11/12 NYMed Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 -1 1	Tue 9-10p <u>Rate</u> \$1,800.00	:30	NM	1	\$1,800.00

\$145,700.00 146 Totals

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	Contract / Revisio 943784 /	on Alt Order # 1 06278065	
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE	Estimate # 1612	
Advertiser Democratic Senatorial	Ca	Original Date / Revision 08/27/12 / 08/27/12	

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	145	\$140,200.00	\$119,170.00
10/01/12 -10/01/12	1	\$5,500.00	\$4,675.00
Totals	146	\$145,700.00	\$123,845.00

Signature:	Date	;
-		

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

	Contract / Rev	vision	4	Alt Order#	<u>.</u>
	943784	/ 2	ľ	06278065	
Product					
DSCC-IE					
Contract Dates	Estimate #				
09/11/12 - 10/01/12	1612				
<u>Advertiser</u>			Orio	ginal Date i	/ Revision
Democratic Senatorial Ca	mpaign Com	mittee	0	9/17/12	/ 09/17/12
	Billing Cycle	Billing	Cale	<u>endar</u>	Cash/Trade
	EOM/EOC	Broado	cast		Cash
	Station	Accour	nt Ex	<u>kecutive</u>	Sales Office
	WISN	Will Hil	ldeb	randt	HRP -Washingt
	Special Hand	ling			
	Demographic				
	Adults 35+				
		l			
	IDB#	Advert	iser	Code	Product Code
	8091	49			53
	Agency Ref	'		Advertiser	Ref

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 09/18/12 09/28/12 GOOD AFTERNOON AMERI1P-2P LTC 9/07 :30 NM \$600.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 --WTF--\$300.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 3 WISN 09/11/12-09/17/12 KATIE COURIC M-F 2-3P MTuWThF----\$300.00 NM ⊕ See MG 1.5,1.6 4 WISN 09/11/12-09/17/12 KATIE COURIC M-F 2-3P MTuWThF----:30 \$300.00 NM See MG 1.5,1.6 5 WISN 09/18/12-09/28/12 KATIE COURIC M-F 2-3P MTuWThF----:30 \$300.00 NM MG for 1.3,1.4 7 WISN 09/17/12-09/23/12 GOOD AFTERNOON AMERI1P-2P LTC 9/07 ---WThF----\$300.00 :30 NM Credited 09/30/12 Week: 09/24/12 --WTF--1 \$300.00 Description Spot Ch Date Range Start/End Time <u>Weekdays</u> Length Rate Type 6 WISN 09/18/12-09/28/12 KATIE COURIC M-F 2-3P MTuWThF----:30 \$300.00 NM MG for 1.3,1.4 8 WISN 09/24/12-09/30/12 GOOD AFTERNOON AMERI1P-2P LTC 9/07 ---WThF----:30 \$300.00 NM Credited WISN 09/18/12 09/30/12 General Hospital 2-3pm/1-2p :30 NM 2 \$700.00 Start Date End Date Weekdays Spots/Week <u>Rate</u> Week: 09/17/12 09/23/12 --WTF--1 \$350.00 MTWTF--Week: 09/24/12 09/30/12 1 \$350.00 10-1030p WISN 09/12/12 09/14/12 Late News 10PM :30 NM 2 \$2,800.00 Spots/Week Start Date End Date Weekdays Rate Week: 09/10/12 09/16/12 -WTF--\$1,400.00 2 10-1030p WISN 09/18/12 09/28/12 Late News 10PM :30 NM \$6,400.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 09/17/12 \$1,600.00 09/23/12 -TWTF--2 09/30/12 2 \$1,600.00 Week: 09/24/12 MTWTF--WISN 09/18/12 09/28/12 The View 10-11am :30 NM 2 \$1,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate 09/23/12 Week: 09/17/12 -TWTF--\$500.00

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Contract / Revision Alt Order# 06278065 943784 Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 09/17/12 / 09/17/12 **Democratic Senatorial Ca**

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 MTWTF 1	Rate \$500.00	Dayo Longui Wook Nato	Туроброю	Andre
6 WISN 09/12/12 09/14/12 The View	10-11am	:30	NM 2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 2	<u>Rate</u> \$700.00			
7 WISN 09/12/12 09/14/12 Late News 1030PM	1030p-11p	:30	NM 1	\$850.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/10/1209/16/12WTF1	<u>Rate</u> \$850.00			
8 WISN 09/18/12 09/28/12 Late News 1030PM	1030p-11p	:30	NM 2	\$1,900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TwTF 1	<u>Rate</u> \$950.00			
Week: 09/24/12 09/30/12 MTWTF 1	\$950.00			
9 WISN 09/12/12 09/14/12 Nightline	11p-1130p	:30	NM 1	\$400.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/10/1209/16/12wTF1	<u>Rate</u> \$400.00			
10 WISN 09/18/12 09/29/12 Nightline	11p-1130p	:30	NM 2	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TwTF 1	<u>Rate</u> \$750.00			
Week: 09/24/12 09/30/12 MTWTF 1	\$750.00			
11 WISN 09/12/12 09/14/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 2	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 2	Rate			
12 WISN 09/18/12 09/28/12 THE CHEW	\$200.00 12P-1P	:30	NM 4	P4 000 00
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 4	\$1,200.00
Week: 09/17/12 09/23/12 -TwTF 2	\$300.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$300.00			_
13 WISN 09/12/12 09/14/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p <u>Rate</u>	:30	NM 2	\$700.00
Week: 09/10/12 09/16/12wTF 2	\$350.00		i	
14 WISN 09/18/12 09/28/12 KATIE COURIC	M-F 2-3P	:30	NM 4	\$2,000.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$500.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$500.00			
15 WISN 09/12/12 09/28/12 3-4p	3-4p	:30	NM 6	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 2	<u>Rate</u> \$500.00			
Week: 09/10/12	\$500.00 \$500.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$500.00			
16 WISN 09/12/12 09/14/12 DR. OZ	4P-5P	:30	NM 2	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 wTF 2	<u>Rate</u> \$500.00			
17 WISN 09/18/12 09/28/12 DR. OZ	4P-5P	:30	NM 4	\$2,400.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TwTF 2	Rate			
Week: 09/24/12	\$600.00 \$600.00			
18 WISN 09/12/12 09/28/12 News M-F 430a	430-5a	:30	NM 3	\$300.00
Start Date End Date Weekdays Spots/Week	Rate			_
Week: 09/10/12	\$100.00 \$100.00			
	- · · · · - · -			

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrents that it is not purchasing broadcast air lime under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

09/17/12 / 09/17/12



Contract / Revision Alt Order # 943784 06278065 Contract Dates Product Estimate # DSCC-IE 09/11/12 - 10/01/12 1612 Advertiser Original Date / Revision

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spot	ts	Amount
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 MTWTF 1	<u>Rate</u> \$100.00				
19 WISN 09/18/12 09/28/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2	5-530pm <u>Rate</u> \$1,000.00	:30	NM	4	\$4,000.00
Week: 09/24/12 09/30/12 MTWTF 2 20 WISN 09/12/12 09/14/12 News M-F 5p Start Date End Date Weekdays Spots/Week	\$1,000.00 5-530pm Rate	:30	NM	2	\$1,400.00
Week: 09/10/12 09/16/12 wtf 2 21 WISN 09/12/12 09/14/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 wtf 2	\$700.00 5-6A <u>Rate</u> \$250.00	:30	NM	2	\$500.00
22 WISN 09/18/12 09/28/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TwTF 2 Week: 09/24/12 09/30/12 MTwTF 2	5-6A <u>Rate</u> \$350.00 \$350.00	:30	NM	4	\$1,400.00
23 WISN 09/12/12 09/14/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 3	6-630pm <u>Rate</u> \$1,000.00	:30	NM	3	\$3,000.00
24 WISN 09/18/12 09/28/12 News M-F 6p Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TwTF 2 Week: 09/24/12 09/30/12 MTwTF 2	6-630pm <u>Rate</u> \$1,200.00 \$1,200.00	:30	NM	4	\$4,800.00
25 WISN 09/18/12 09/28/12 News M-F 6a Start Date	6-7A <u>Rate</u> \$1,000.00 \$1,000.00	:30	NM	6	\$6,000.00
26 WISN 09/12/12 09/14/12 News M-F 6a Start Date	6-7A <u>Rate</u> \$850.00	:30	NM	3	\$2,550.00
27 WISN 09/12/12 09/14/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12wTF 2	630p-7pm <u>Rate</u> \$750.00	:30	NM	2	\$1,500.00
28 WISN 09/18/12 09/28/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TwTF 2 Week: 09/24/12 09/30/12 MTwTF 2	630p-7pm <u>Rate</u> \$850.00 \$850.00	:30	MM	4	\$3,400.00
29 WISN 09/12/12 09/28/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12wTF 6 Week: 09/17/12 09/23/12 MTWTF 6 Week: 09/24/12 09/30/12 MTWTF 6	7-9a <u>Rate</u> \$1,000.00 \$1,000.00 \$1,000.00	:30	NM	18	\$18,000.00
30 WISN 09/18/12 09/28/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2	9-10am <u>Rate</u> \$450.00 \$450.00	:30	NM	4	\$1,800.00
31 WISN 09/12/12 09/14/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 2	9-10am <u>Rate</u> \$700.00	:30	NM	2	\$1,400.00

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Contract / Revision Alt Order # 943784 06278065 Estimate # Contract Dates Product 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 09/17/12 / 09/17/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time Days L	Spots/ _ength Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
32 WISN 09/21/12 09/28/12 2020 Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	Fri 9-10p <u>Rate</u> \$3,000.00 \$3,000.00	:30	NM 2	\$6,000.00
N 33 WISN 09/17/12 09/17/12 BachPad Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1	Prime Other Rate \$2,500.00	:30	NM 0	\$0.00
Spot Ch Date Range Description 1 WISN 09/17/12-09/23/12 BachPad See MG 34.3,34.4,34.5 now CMA Music Fest	Start/End Time Weekdays Prime Other M	<u>Length</u> <u>Rate</u> :30 \$ 2,500.00	<u>Type</u> NM	
N 34 WISN 09/24/12 10/01/12 Dancing Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1	Prime Other Rate \$5,500.00	:30	NM 4	\$26,300.00
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISN 09/24/12-09/30/12 Dancing See MG 34.3,34.4,34.5	Start/End Time Weekdays Prime Other M	<u>Length</u> <u>Rate</u> :30 \$5,500.00	<u>Type</u> NM	
3 WISN 09/24/12-09/24/12 PACKERS PRE-GAME → MG for 57.1,33.1,58.1,34.1	PACKERS PRE-GM	:30 \$3,800.00	NM	
4 WISN 09/24/12-09/24/12 PACKERS GAME MG for 57.1,33.1,58.1,34.1	PACKERS GAME M	:30 \$15,000.00	NM	
	KELATE NEWS AFTEM	:30 \$2,000.00	NM	
Week: 10/01/12 10/07/12 1 1	\$5,500.00			
35 WISN 09/24/12 09/24/12 PACKERS GAME Start Date End Date Weekdays Spots/Week	PACKERS GAME Rate	:30	NM 1	\$15,000.00
Week: 09/24/12 09/30/12 1 1	\$15,000.00			
36 WISN 09/15/12 09/15/12 Late News Sa 10pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	10-1035p <u>Rate</u> \$450.00	:30	NM 1	\$450.00
37 WISN 09/15/12 09/29/12 Entertainment Tonite Week. Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1 Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	erET Weekend <u>Rate</u> \$150.00 \$150.00 \$150.00	:30	NM 3	\$450.00
38 WISN 09/15/12 09/29/12 College Football Game #2 Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1 Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	230p-6p <u>Rate</u> \$1,200.00 \$1,200.00 \$1,200.00	:30	NM 3	\$3,600.00
39 WISN 09/15/12 09/15/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	456-6AM <u>Rate</u> \$200.00	:30	NM 1	\$200.00
40 WISN 09/22/12 09/29/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	6-630pm <u>Rate</u> \$700.00 \$700.00	:30	NM 2	\$1,400.00
41 WISN 09/15/12 09/15/12 Sat GMA	6-7a	:30	NM 1	\$300.00

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 Contract / Revision
 Alt Order #

 943784 / 2
 06278065

 Contract Dates
 Product
 Estimate #

 09/11/12 - 10/01/12
 DSCC-IE
 1612

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 09/17/12 / 09/17/12

	0	Spots/		1	_
*Line Ch Start Date End Date Description Start Date End Date Weekdays Spots/Week	Start/End Time Rate	Days Length Week Rate	TypeS	pots	Amount
Week: 09/10/12 09/16/121- 1	\$300.00				
42 WISN 09/15/12 09/15/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	6-630pm	:30	NM	1	\$500.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/10/1209/16/121-1	<u>Rate</u> \$500.00				
43 WISN 09/22/12 09/29/12 Sat 630-7p	630-7p	:30	NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121- 1	<u>Rate</u> \$500.00				
Week: 09/24/12 09/30/121- 1	\$500.00				
44 WISN 09/15/12 09/15/12 ABC Prime College Footbal	•	:30	MM	1	\$1,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	<u>Rate</u> \$1,100.00				
45 WISN 09/29/12 09/29/12 Badgers FB	7-1030p	:30	NM	1	\$8,500.00
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121- 1	<u>Rate</u> \$8,500.00				
46 WISN 09/16/12 09/16/12 Late News 10pm	10p-1030p	:30	NM	1	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	Rate				, , , , , , , , , , , , , , , , , , , ,
Week: 09/10/12 09/16/121 1 47 WISN 09/23/12 09/30/12 Late News SU 1030PM	\$1,400.00 1030p-11p	:30	NM	2	\$1,900.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.50	14141	2	\$1,900.00
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$950.00 \$950.00				
48 WISN 09/23/12 09/30/12 Su 458-6a	458-6AM	:30	NM	2	\$400.00
Start Date End Date Weekdays Spots/Week	Rate			-	φ-700.00
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$200.00 \$200.00				
49 WISN 09/16/12 09/16/12 News Sun 530pm	530-6p	:30	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	Rate		1		•
Week: 09/10/12 09/16/121 1 50 WISN 09/23/12 09/30/12 News Sun 530pm	\$400.00 530-6p	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.50	1401	2	\$1,000.00
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$500.00 \$500.00				
51 WISN 09/16/12 09/16/12 Sun GMA	6-7a	:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week	Rate			·	4200.00
Week: 09/10/12 09/16/121 1 52 WISN 09/23/12 09/30/12 Sun GMA	\$250.00 6-7a	:30	NM	2	6000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.50	NIVI	2	\$800.00
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$400.00 \$400.00				
53 WISN 09/23/12 09/30/12 News Sun 7-9a	7-9am	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		, 1141	_	¥1,000.00
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$500.00 \$500.00		1		
54 WISN 09/23/12 09/30/12 This Week With George Ste	· · · · · · · · · · · · · · · · · · ·	:30	NM	2	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			_	,
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$1,000.00 \$1,000.00				
55 WISN 09/16/12 09/16/12 This Week With George Ste		:30	NM	1	\$650.00

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	Contract / Revision 943784 / 2	Alt Order # 06278065
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE	Estimate # 1612
Advertiser	Or	iginal Date / Revision

www.wish.com	Democratic Senatorial Ca	09/17/12 / 09/17/12
*Line Ch Start Date End Date Description	Spots/ Start/End Time Days Length Week R	ate TypeSpots Amount
Start Date End Date Weekdays Spots/M Week: 09/10/12 09/16/12 1 1	<u>'eek</u> <u>Rate</u> \$650.00	
56 WISN 09/27/12 09/27/12 LastResort <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/W</u> Week: 09/24/12 09/30/121 1	Thu 7-8p :30 / <u>eek Rate</u> \$2,000.00	NM 1 \$2,000.00
N 57 WISN 09/11/12 09/11/12 Trust Start Date End Date Weekdays Spots/W Week: 09/10/12 09/16/12 -1 1	Tue 8-9p :30 l <u>eek Rate</u> \$1,800.00	NM 0 \$0.00
<u>Spot Ch Date Range Description</u> 1 WISN 09/10/12-09/16/12 Trust See MG 34.3,34.4,34.5	Start/End Time Weekdays Length R Tue 8-9p -Tu: 30 \$1,800	<u>ate Type</u> -00 NM
N 58 WISN 09/11/12 09/11/12 NYMed <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/M</u> Week: 09/10/12 09/16/12 -1 1	Tue 9-10p :30 leek <u>Rate</u> \$1,800.00	NM 0 \$0.00
<u>Spot Ch Date Range Description</u> 1 WISN 09/10/12-09/16/12 NYMed See MG 34.3,34.4,34.5	Start/End Time Weekdays Length R Tue 9-10p -Tu :30 \$1,800	<u>ate Type</u> -00 NM
	Totals	145 \$154,900.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	144	\$149,400.00	\$126,990.00
10/01/12 -10/01/12	1	\$5,500.00	\$4,675.00
Totals	145	\$154,900.00	\$131,665.00°

Signature:	Date:	

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CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

	Contract / Re	<u>vision</u>		Alt Order#		
	943784	/ 3		0627806 <i>5</i>		
<u>Product</u>						
DSCC-IE						
Contract Dates	Estimate #					
09/11/12 - 10/01/12	1612					
<u>Advertiser</u>			Ori	ginal Date	/ Revision	
Democratic Senatorial Ca	ımpaign Com	mittee	0	9/21/12	/ 09/21/12	
	Billing Cycle	Billing	Cale	endar	Cash/Trade	
	EOM/EOC	Broadcast			Cash	
	Station	Accour	nt Ex	xecutive	Sales Office	
	WISN	Will Hil	deb	randt	HRP -Washingto	
	Special Hand	ing				
	Demographic					
	Adults 35+					
	IDB#	Adverti	ser	<u>Code</u>	Product Code	
	8091	49			53	
	Agency Ref			Advertiser	Ref	
			ı			

		Spo	ts/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee		Type Spots	Amount
1 WISN 09/18/12 09/28/12 GOOD AFTERNOON AN	/IERI1P-2P LTC 9/07	:30	7.	NM 2	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 09/17/12 09/23/12wTF 1	<u> </u>				*******
	\$300.00				
Spot Ch Date Range Description 3 WISN 09/11/12-09/17/12 KATIE COURIC	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
⊕ See MG 1.5,1.6	M-F 2-3P	MTuWThF :30	\$300.00	NM	
4 WISN 09/11/12-09/17/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00		
® See MG 1.5.1.6	WE Z-JE	OC. TEEENITIWITIN	Ф300:00	NM	
5 WISN 09/18/12-09/28/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00	NM	
MG for 1.3,1.4			Ψ300.00	14141	
7 WISN 09/17/12-09/23/12 GOOD AFTERNOON AI	MERI1P-2P LTC 9/07	WThF :30	\$300.00	NM	
Credited			,		
Week: 09/24/12 09/30/12WTF 1	\$300.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
6 WISN 09/18/12-09/28/12 KATIE COURIC	M-F 2-3P	MTuWThF :30	\$300.00	NM	
(h) MG for 1.3,1.4	MEDIAD OD 1 TO 6 MT				
8 WISN 09/24/12-09/30/12 GOOD AFTERNOON AI Credited	MERITP-2P LTC 9/07	WThF :30	\$ 300.00	NM	
2 WISN 09/18/12 09/30/12 General Hospital Start Date End Date Weekdays Spots/Wee	2-3pm/1-2p	:30		NM 2	\$700.00
Week: 09/17/12	<u>k Rate</u> \$3 <i>5</i> 0.00				
Week: 09/24/12 09/30/12 MTWTF 1	\$3 <i>5</i> 0.00				
3 WISN 09/12/12 09/14/12 Late News 10PM	10-1030p	-00	- Annual		
Start Date End Date Weekdays Spots/Weel	•	:30		NM 2	\$2,800.00
Week: 09/10/12 09/16/12WTF 2	\$1,400.00				
N 4 WISN 09/18/12 09/28/12 Late News 10PM	10-1030p	:30		NM 2	00.000.00
Start Date End Date Weekdays Spots/Weel		.50		NM 2	\$3,200.00
Week: 09/17/12 09/23/12 -TWTF 2	\$1,600.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
2 W/SN 09/17/12-09/23/12 Late News 10PM	10-1030p	-TuWThF :30	\$1,600.00	NM	
See MG 5.4,5.5			•		
5 W/SN 09/17/12-09/23/12 Late News 10PM	10-1030p	-TuWThF :30	\$1,600.00	NM	
See <i>MG 5.4,5.5</i>					

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 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 09/21/12 / 09/21/12

*Line Ch Start Date End Date Description	Start/End Time	Spots Days Length Week		Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 MTWTF 2		Days Longii Wook	Nato	Турс Орога	Arriodite
N 5 WISN 09/18/12 09/28/12 The View	10-11am	:30		NM 3	\$12,550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TwTF 1	<u>Rate</u> \$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре	
3 WISN 09/17/12-09/23/12 The View	10-11am	-TuwThF :30	\$500.00	NM	
See <i>MG</i> 5.4,5.5 4 WISN 09/24/12-09/24/12 PACKERS POST-GAME	PACKERS POS	T-(M: :30	\$6,050.00	NM	
MG for 4.2,12.2,19.1,4.5,24.1,8.1,24.5,28.2,29.10,28.1			40,000.00	****	
5 WISN 09/25/12-09/25/12 DanceResults	Prime Other	-Tu: :30	\$6,000.00	NM	
MG for 4.2,12.2,19.1,4.5,24.1,8.1,24.5,28.2,29.10,28.1 Week: 09/24/12 09/30/12 MTWTF 1	,29.9,5.3 \$500.00				
6 WISN 09/12/12 09/14/12 The View	10-11am	:30		NM 2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12	<u>Rate</u> \$700.00				
7 WISN 09/12/12 09/14/12 Late News 1030PM	1030p-11p	:30		NM 1	\$850.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00		1.4141	Ψ650.00
Week: 09/10/12	\$850.00			WW.	
N 8 WISN 09/18/12 09/28/12 Late News 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p Rate	:30		NM 1	\$950.00
Week: 09/17/12 09/23/12 -TWTF 1	\$950.00				
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 W/SN 09/17/12-09/23/12 Late News 1030PM	Start/End Time	Weekdays Length	Rate	Type	
See MG 5.4,5.5	1030p-11p	-TuWThF :30	\$950.00	NM	
Week: 09/24/12 09/30/12 MTWTF 1	\$950.00				
9 WISN 09/12/12 09/14/12 Nightline	11p-1130p	:30		NM 1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 1	<u>Rate</u> \$400.00				
10 WISN 09/18/12 09/29/12 Nightline	11p-1130p	:30		NM 2	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 1	<u>Rate</u> \$750.00			1	
Week: 09/24/12	\$750.00 \$750.00			l	
11 WISN 09/12/12 09/14/12 ANDERSON COOPER	M-F 11A-12P	:30		NM 2	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 2	<u>Rate</u> \$200.00				
N 12 WISN 09/18/12 09/28/12 THE CHEW	12P-1P	:30		NM 3	\$000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.50		14141 2	\$900.00
Week: 09/17/12 09/23/12 -TWTF 2 Spot Ch Date Range Description	\$300.00	Mankalana Landh	D-4-	T	
2 W/SN 09/17/12-09/23/12 THE CHEW	Start/End Time 12P-1P	Weekdays Length -TuWThF :30	<u>Rate</u> \$300.00	Type NM	
See MG 5.4,5.5			•		
Week: 09/24/12 09/30/12 MTWTF 2	\$300.00				
13 WISN 09/12/12 09/14/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p <u>Rate</u>	:30		NM 2	\$700.00
Week: 09/10/12 09/16/12WTF 2	\$350.00				
14 WISN 09/18/12 09/28/12 KATIE COURIC	M-F 2-3P	:30	***************************************	NM 4	\$2,000.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TwTF 2	<u>Rate</u> \$500.00				
				1	

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09/21/12 / 09/21/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 943784 06278065 / 3 Contract Dates Estimate # Product 09/11/12 - 10/01/12 DSCC-IE 1612 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 MTWTF 2	<u>Rate</u> \$500.00		T		
15 WISN 09/12/12 09/28/12 3-4p Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 2 Week: 09/17/12 09/23/12 MTWTF 2 Week: 09/24/12 09/30/12 MTWTF 2	3-4p	:30	NM	6	\$3,000.00
16 WISN 09/12/12 09/14/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 2	4P-5P <u>Rate</u> \$500.00	:30	NM	2	\$1,000.00
17 WISN 09/18/12 09/28/12 DR. OZ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TwTF 2 Week: 09/24/12 09/30/12 MTwTF 2	4P-5P <u>Rate</u> \$600.00 \$600.00	:30	ММ	4	\$2,400.00
18 WISN 09/12/12 09/28/12 News M-F 430a Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 1 Week: 09/17/12 09/23/12 MTWTF 1 Week: 09/24/12 09/30/12 MTWTF 1	430-5a <u>Rate</u> \$100.00 \$100.00 \$100.00	:30	NM	3	\$300.00
N 19 WISN 09/18/12 09/28/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2 Spot Ch Date Range Description 1 W/SN 09/17/12-09/23/12 News M-F 5p See MG 5.4,5.5 Week: 09/24/12 09/30/12 MTWTF 2	5-530pm <u>Rate</u> \$1,000.00 <u>Start/End Time</u> 5-5 <i>30pm</i> \$1,000.00	:30 <u>Weekdays Length Rate</u> -TuWThF :30 \$1,000.00	NM <u>Type</u> NM	3	\$3,000.00
20 WISN 09/12/12 09/14/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 2	5-530pm	:30	NM	2	\$1,400.00
21 WISN 09/12/12 09/14/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 2	5-6A <u>Rate</u> \$250.00	:30	NM	2	\$500.00
22 WISN 09/18/12 09/28/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2	5-6A <u>Rate</u> \$350.00 \$350.00	:30	NM	4	\$1,400.00
23 WISN 09/12/12 09/14/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 3	6-630pm <u>Rate</u> \$1,000.00	:30	NM	3	\$3,000.00
N 24 WISN 09/18/12 09/28/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TWTF 2	\$1,200.00	. :30	NM	2	\$2,400.00
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISN 09/17/12-09/23/12 News M-F 6p See MG 5.4,5.5 5 WISN 09/17/13 09/13/13 News M-F 6p	Start/End Time 6-630pm	Weekdays Length Rate -TuWThF :30 \$1,200.00	<u>Type</u> NM		
5 WISN 09/17/12-09/23/12 News M-F 6p See MG 5.4,5.5 Week: 09/24/12 09/30/12 MTWTF 2	6- <i>630pm</i> \$1,200.00	-TuwThF :30 \$1,200.00	NM		
25 WISN 09/18/12 09/28/12 News M-F 6a	6-7A	:30	NM	6	\$6,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 943784 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 09/21/12 / 09/21/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Sp	oots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 3	<u>Rate</u> \$1,000.00				
Week: 09/24/12 09/30/12 MTWTF 3	\$1,000.00				
26 WISN 09/12/12 09/14/12 News M-F 6a	6-7A	:30	NM	3	\$2,550.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 WTF 3	Rate				
	\$850.00	.20	3 In a	_	0
27 WISN 09/12/12 09/14/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week	630p-7pm Rate	:30	NM	2	\$1,500.00
Week: 09/10/12 09/16/12WTF 2	\$7 <i>5</i> 0.00				
N 28 WISN 09/18/12 09/28/12 Entertainment Tonight	630p-7pm	:30	NM	2	\$1,700.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$8 <i>5</i> 0.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 W/SN 09/17/12-09/23/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM		
See MG 5.4,5.5 2 W/SN 09/17/12-09/23/12 Entertainment Tonight	630 <i>p-7pm</i>	-TuWThF :30 \$850.00	NM		
See MG 5.4,5.5	000p-1pm	.50 4000.00	1 4141		
Week: 09/24/12 09/30/12 MTWTF 2	\$8 <i>5</i> 0.00				
N 29 WISN 09/12/12 09/28/12 Good Morning America	7-9a	:30	NM	16	\$16,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12WTF 6	<u>Rate</u> \$1,000.00				
Week: 09/17/12 09/23/12 MTWTF 6	\$1,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
9 WISN 09/17/12-09/23/12 Good Morning America See MG 5.4.5.5	7-9a	MTuWThF :30 \$1,000.00	NM		
10 WISN 09/17/12-09/23/12 Good Morning America	7-9a	MTuWThF :30 \$1,000.00	NM		
See MG 5.4,5.5		,			
Week: 09/24/12 09/30/12 MTWTF 6	\$1,000.00	4444			
30 WISN 09/18/12 09/28/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week	9-10am Rate	:30	NM	4	\$1,800.00
Week: 09/17/12 09/23/12 -TWTF 2	\$4 <i>5</i> 0.00				
Week: 09/24/12 09/30/12 MTWTF 2	\$4 <i>5</i> 0.00				
31 WISN 09/12/12 09/14/12 LIVE WITH KELLY!	9-10am	:30	NM	2	\$1,400.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 wTF 2	<u>Rate</u> \$700.00				
32 WISN 09/21/12 09/28/12 2020	Fri 9-10p	:30	NM	2	\$6,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		[-	Ψ0,000.00
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$3,000.00 \$3,000.00				
33 WISN 09/17/12 09/17/12 BachPad	Prime Other	:30	NM	^	#0.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.50	ININ	U	\$0.00
Week: 09/17/12 09/23/12 1 1	\$2,500.00				
Spot Ch Date Range Description 1 W/SN 09/17/12-09/23/12 BachPad	Start/End Time Prime Other	<u>Weekdays Length Rate</u> M :30 \$2,500.00	<u>Type</u>		
See MG 34.3,34.4,34.5	rime Oliei	M :30 \$ 2,500.00	NM		
now CMA Music Fest					
E 34 WISN 09/24/12 10/01/12 Dancing	Prime Other	:30	NM	4	\$26,300.00
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1	<u>Rate</u> \$ <i>5,5</i> 00.00				
·	, ., 		1		

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/ 09/21/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 943784 06278065 Contract Dates Product Estimate #

09/21/12

09/11/12 - 10/01/12 DSCC-IE 1612 Advertiser Original Date / Revision

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time Days Ler	Spots/ ngth Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate		17,100,100	
Spot Ch Date Range Description 1 W/SN 09/24/12-09/30/12 Dancing	Start/End Time Weekdays Prime Other M	<u>Length</u> <u>Rate</u> : :30	<u>Type</u>	
See MG 34.3,34.4,34.5	Prime Other M	.30 \$3,500.00	NM	
3 WISN 09/24/12-09/24/12 PACKERS PRE-GAME	PACKERS PRE-G,M	:30 \$3,800.00	NM	
MG for 57.1,33.1,58.1,34.1 WISN 09/24/12-09/24/12 PACKERS GAME	PACKERS GAME M	- :30 \$15.000.00	NM	
⊕ MG for 57.1,33.1,58.1,34.1	FACRERS GAIVIE M	- :30 \$15,000.00	INIVI	
5 WISN 09/24/12-09/24/12 LATE NEWS AFTER PACE	KELATE NEWS AFTEM	· :30 \$2,000.00	NM	
	M 	·20 ¢2 000 00	NIA	
(a) MG for 34.5 09/24	!af	:30 \$2,000.00	NM	
Week: 10/01/12 10/07/12 1 1	\$5,500.00			
35 WISN 09/24/12 09/24/12 PACKERS GAME	PACKERS GAME	:30	NM 1	\$15,000.00
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1	<u>Rate</u> \$15,000.00			
36 WISN 09/15/12 09/15/12 Late News Sa 10pm	10-1035p	:30	NM 1	\$450.00
Start Date	Rate	.00	NIVI	\$450.00
Week: 09/10/12 09/16/121- 1	\$450.00			
37 WISN 09/15/12 09/29/12 Entertainment Tonite Week		:30	NM 3	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12	<u>Rate</u> \$150.00			
Week: 09/17/12 09/23/121- 1	\$150.00			
Week: 09/24/12 09/30/121- 1	\$150.00			
38 WISN 09/15/12 09/29/12 College Football Game #2	230p-6p	:30	NM 3	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	<u>Rate</u> \$1,200.00			
Week: 09/17/12 09/23/121- 1	\$1,200.00			
Week: 09/24/12 09/30/121- 1	\$1,200.00			
39 WISN 09/15/12 09/15/12 Sa 458-6a	456-6AM	:30	NM 1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 09/10/12 09/16/121- 1	Rate			
40 WISN 09/22/12 09/29/12 News Sa 6p-630p	\$200.00	.00		24
Start Date End Date Weekdays Spots/Week	6-630pm Rate	:30	NM 2	\$1,400.00
Week: 09/17/12 09/23/121 1	\$700.00		İ	
Week: 09/24/12 09/30/121- 1	\$700.00			
41 WISN 09/15/12 09/15/12 Sat GMA	6-7a	:30	NM 1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	<u>Rate</u> \$300.00			
42 WISN 09/15/12 09/15/12 News Sa 6p-630p	6-630pm	:30	NM 1	\$500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		, , , ,	ΨΟΟΟ.ΟΟ
Week: 09/10/12 09/16/121- 1	\$500.00			
43 WISN 09/22/12 09/29/12 Sat 630-7p Start Date End Date Weekdays Spots/Week	630-7p	:30	NM 2	\$1,000.00
Week: 09/17/12 09/23/121- 1	<u>Rate</u> \$500.00			
Week: 09/24/12 09/30/121- 1	\$500.00			
44 WISN 09/15/12 09/15/12 ABC Prime College Footbal	7-1030p	:30	NM 1	\$1,100.00
Start Date End Date Weekdays Spots/Week	Rate		1	. ,
Week: 09/10/12 09/16/121- 1	\$1,100.00		1	

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision	Alt Order #
	943784 / 3	06278065
Contract Dates	Product	Estimate #
09/11/12 - 10/01/12	DSCC-IE	1612

Advertiser Original Date / Revision 09/21/12 / 09/21/12 Democratic Senatorial Ca

*Line Ch Charl Data End Data December	0.15	Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week 45 WISN 09/29/12 09/29/12 Badgers FB	Rate	.00		
45 WISN 09/29/12 09/29/12 Badgers FB Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121- 1	7-1030p <u>Rate</u> \$8,500.00	:30	NM 1	\$8,500.00
46 WISN 09/16/12 09/16/12 Late News 10pm	10p-1030p	:30	NM 1	\$1,400.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/10/1209/16/1211	<u>Rate</u> \$1,400.00		,	Ψ1,400.00
47 WISN 09/23/12 09/30/12 Late News SU 1030PM	1030p-11p	:30	NM 2	\$1,900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1	<u>Rate</u> \$950.00			
Week: 09/24/12 09/30/121 1	\$950.00			
48 WISN 09/23/12 09/30/12 Su 458-6a	458-6AM	:30	NM 2	\$400.00
Start Date End Date Weekdays Spots/Week	Rate	.50	14101 2	\$400.00
Week: 09/17/12 09/23/121 1	\$200.00			
Week: 09/24/12 09/30/121 1	\$200.00			
49 WISN 09/16/12 09/16/12 News Sun 530pm	530-6p	:30	NM 1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	<u>Rate</u> \$400.00			
50 WISN 09/23/12 09/30/12 News Sun 530pm	530-6p	:30	NM 2	£4.000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141 2	\$1,000.00
Week: 09/17/12 09/23/121 1	\$500.00			
Week: 09/24/12 09/30/121 1	\$500.00			
51 WISN 09/16/12 09/16/12 Sun GMA	6-7a	:30	NM 1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	<u>Rate</u> \$250.00			
52 WISN 09/23/12 09/30/12 Sun GMA	6-7a	:30	NM 2	£000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 2	\$800.00
Week: 09/17/12 09/23/121 1	\$400.00			
Week: 09/24/12 09/30/121 1	\$400.00			
53 WISN 09/23/12 09/30/12 News Sun 7-9a	7-9am	:30	NM 2	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1	<u>Rate</u> \$500.00			
Week: 09/24/12 09/30/121 1	\$500.00			
54 WISN 09/23/12 09/30/12 This Week With George Ste	ep930-1030am	:30	NM 2	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		- 1	\$2,000.00
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$1,000.00			
	\$1,000.00			
55 WISN 09/16/12 09/16/12 This Week With George Stern Start Date End Date Weekdays Spots/Week	ep930-1030am	:30	NM 1	\$650.00
Week: 09/10/12 09/16/121 1	\$650.00			
56 WISN 09/27/12 09/27/12 LastResort	Thu 7-8p	:30	NM 1	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate		, , , ,	Ψ2,000.00
Week: 09/24/12 09/30/121 1	\$2,000.00			
57 WISN 09/11/12 09/11/12 Trust	Tue 8-9p	:30	NM 0	\$0.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 -1 1	<u>Rate</u> \$1,800.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 09/10/12-09/16/12 Trust	Tue 8-9p	-Tu :30 \$1,800.00	NM	
See MG 34.3,34.4,34.5				

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	Contract / Revision 943784 / 3	Alt Order # 06278065
Contract Dates 09/11/12 - 10/01/12	Product DSCC-IE	Estimate # 1612
Advertiser Democratic Senatoria	-	01/01/01/01/01/01/01/01/01/01/01/01/01/0

		Spo	ts/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Wee	ek Rate	Type Spots	Amount
58 WISN 09/11/12 09/11/12 NYMed Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 -1 1 Spot Ch Date Range Description 1 WISN 09/10/12-09/16/12 NYMed See MG 34.3,34.4,34.5	Tue 9-10p Rate \$1,800.00 Start/End Time Tue 9-10p	:30 Weekdays Length -Tu:30	<u>Rate</u> \$1,800.00	NM <u>Type</u> <i>NM</i>	0 \$0.00
		T	otals	135	\$154,900.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	134	\$149,400.00	\$126,990.00
10/01/12 -10/01/12	1	\$5,500.00	\$4,675.00
Totals	135	\$154,900.00	\$131,665.00

Signature:	Date:	

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

	Contract / Rev	<u>/ision</u>		Alt Order #	
	943784	/ 4		06278065	
Product Product					
OSCC-IE					
Contract Dates	Estimate #				***
09/11/12 - 10/01/1 2	1612				
<u>Advertiser</u>			Οť	ginal Date /	Revision
Democratic Senatorial Ca	ampaign Com	mitte <i>e</i>	C	9/27/12	/ 09/27/12
	Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	<u>Station</u>	<u>Accou</u>	nt E	xecutive	Sales Office
	WISN	Will Hi	ldet	orandt	HRP -Washingto
	Special Handl	ing			-
	Demographic				
	Adults 35+				
	IDB#	Advert	iser	<u>Code</u>	Product Code
	8091	49			53
	Agency Ref			Advertiser	Ref

Spots/ *Line Ch Start Date End Date Description Start/End Time Length Week Rate Type Spots Days Amount WISN 09/18/12 09/28/12 GOOD AFTERNOON AMERI1P-2P LTC 9/07 NM :30 \$600.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 \$300.00 Start/End Time Spot Ch Date Range Description <u>Weekdays</u> Length Rate Type 3 W/SN 09/11/12-09/17/12 KATIE COURIC M-F 2-3P MTuWThF----\$300.00 NM :30 See MG 1.5,1.6 4 W/SN 09/11/12-09/17/12 KAT/E COUR/C M-F 2-3P MTuWThF----:30 \$300.00 NM See MG 1.5,1.6 5 WISN 09/18/12-09/28/12 KATIE COURIC M-F 2-3P MTuWThF----:30 \$300.00 NM MG for 1.3,1.4 7 W/SN 09/17/12-09/23/12 GOOD AFTERNOON AMER/1P-2P LTC 9/07 ---WThF----:30 \$300.00 NM Credited Week: 09/24/12 09/30/12 --WTF--\$300.00 Spot Ch Date Range Description Start/End Time Type <u>Weekdays</u> Length <u>Rate</u> 6 WISN 09/18/12-09/28/12 KATIE COURIC M-F 2-3P MTuWThF----:30 \$300.00 NM MG for 1.3,1.4 8 WISN 09/24/12-09/30/12 GOOD AFTERNOON AMERI1P-2P LTC 9/07 ----WThF----NM :30 \$300.00 Credited 2 WISN 09/18/12 09/30/12 General Hospital :30 NM 2 2-3pm/1-2p \$700.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 \$350.00 09/23/12 --WTF--1 \$350.00 09/30/12 MTWTF--Week: 09/24/12 WISN 09/12/12 Late News 10PM 10-1030p :30 NM 09/14/12 2 \$2,800.00 Start Date End Date Spots/Week Weekdays Rate Week: 09/10/12 09/16/12 --WTF--2 \$1,400.00 WISN 09/18/12 09/28/12 Late News 10PM 10-1030p :30 NM 3 \$3,200.00 Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 -TWTF--\$1,600.00 Spot Ch Date Range Description Start/End Time Weekdavs Length Rate Type 2 WISN 09/17/12-09/23/12 NM Late News 10PM 10-1030p -TuWThF----:30 \$1,600.00 See MG 5.4,5.5 5 WISN 09/17/12-09/23/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600.00 NM See MG 5.4,5.5

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Contract / Revision Alt Order# 06278065 943784 Estimate # Contract Dates Product 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 09/27/12 / 09/27/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start DateEnd DateWeekdaysSpots/WeekWeek: 09/24/1209/30/12MTWTF2	<u>Rate</u> \$1,600.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
1 WISN 09/24/12-09/30/12 Late News 10PM	10-1030p	MTuWThF :30 \$1,600.00	NM	
See MG 4.6,4.7,4.8				
3 WISN 09/24/12-09/30/12 Late News 10PM See MG 4.6, 4.7, 4.8	10-1030p	MTuWThF :30 \$1,600.00	NM	
6 WISN 10/01/12-10/01/12 News M-F 5a	5-6A	M :30 \$1,000.00	ММ	
MG for 4.1,4.3				
7 WISN 10/01/12-10/01/12 News M-F 5p	5-530pm	M: :30 \$2,000.00	NM	
	11-1130p	sı :30 \$200.00	NM	
⊕ MG for 4.1,4.3	11-1150р	= ==3t .50 \$200.00	INIVI	
5 WISN 09/18/12 09/28/12 The View	10-11am	:30	NM 3	\$12,550.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1	,,
Week: 09/17/12 09/23/12 -TWTF 1 Spot Ch Date Range Description	\$500.00	Madedous Longth Date	Tuna	
Spot Ch Date Range Description 3 WISN 09/17/12-09/23/12 The View	Start/End Time 10-11am	Weekdays Length Rate -TuwThF :30 \$500.00	<u>Type</u> <i>NM</i>	
See MG 5.4,5.5	70 774			
4 WISN 09/24/12-09/24/12 PACKERS POST-GAME		T-(M :30 \$6,050.00	NM	
MG for 4.2,12.2,19.1,4.5,24.1,8.1,24.5,28.2,29.10,28.1,2 LR - Football	29.9,5.3		İ	
5 WISN 09/25/12-09/25/12 DanceResults	Prime Other	-Tu :30 \$6,000.00	NM	
MG for 4.2,12.2,19.1,4.5,24.1,8.1,24.5,28.2,29.10,28.1,		7.1		
Week: 09/24/12 09/30/12 MTWTF 1	\$500.00			
6 WISN 09/12/12 09/14/12 The View	10-11am	:30	NM 2	\$1,400.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 2	<u>Rate</u> \$700.00		1	
7 WISN 09/12/12 09/14/12 Late News 1030PM	1030p-11p	:30	NM 1	\$850.00
Start Date	Rate	.00	· · · · · · · · · · · · · · · · · · ·	Ψ030.00
Week: 09/10/12 09/16/12WTF 1	\$850.00		<u></u>	
8 WISN 09/18/12 09/28/12 Late News 1030PM	1030p-11p	:30	NM 1	\$950.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TwTF 1	<u>Rate</u> \$950.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 09/17/12-09/23/12 Late News 1030PM	1030p-11p	-TuWThF :30 \$950:00	NM	
See MG 5.4,5.5	* 050.00			
Week: 09/24/12 09/30/12 MTWTF 1	\$950.00			
9 WISN 09/12/12 09/14/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p Rate	:30	NM 1	\$400.00
Week: 09/10/12 09/16/12WTF 1	\$400.00			
10 WISN 09/18/12 09/29/12 Nightline	11p-1130p	:30	NM 2	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate			, ,
Week: 09/17/12	\$750.00			
	\$750.00	.20	AIM C	0400.00
11 WISN 09/12/12 09/14/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week	M-F 11A-12P Rate	:30	NM 2	\$400.00
Week: 09/10/12 09/16/12WTF 2	\$200.00			
12 WISN 09/18/12 09/28/12 THE CHEW	12P-1P	:30	NM 3	\$900.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1	

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 Contract / Revision
 Alt Order #

 943784 / 4
 06278065

 Contract Dates
 Product
 Estimate #

 09/11/12 - 10/01/12
 DSCC-IE
 1612

Advertiser Original Date / Revision

Democratic Senatorial Ca 09/27/12 / 09/27/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Week: 09/17/12 09/23/12 -TWTF 2	\$300.00 Start/End Time	Madragua Lonath Data	Tuno	
Spot Ch Date Range Description 2 WISN 09/17/12-09/23/12 THE CHEW	12P-1P	Weekdays Length Rate -TuwThF :30 \$300.00	<u>Type</u> <i>NM</i>	
See MG 5.4,5.5				
Week: 09/24/12 09/30/12 MTWTF 2	\$300.00			
13 WISN 09/12/12 09/14/12 General Hospital	2-3pm/1-2p	:30	NM 2	\$700.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12wTF 2	<u>Rate</u> \$350.00			
		:30	NINA:	F0 000 00
14 WISN 09/18/12 09/28/12 KATIE COURIC Start Date End Date Weekdays Spots/Week	M-F 2-3P Rate	;30	NM 4	\$2,000.00
Week: 09/17/12 09/23/12 -TWTF 2	\$500.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$500.00			
15 WISN 09/12/12 09/28/12 3-4p	3-4p	:30	NM 6	\$3,000.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 wtF 2	<u>Rate</u> \$500.00			
Week: 09/17/12 09/23/12 MTWTF 2	\$500.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$500.00			
16 WISN 09/12/12 09/14/12 DR. OZ	4P-5P	:30	NM 2	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 09/10/12 09/16/12WTF 2	\$500.00			
17 WISN 09/18/12 09/28/12 DR. OZ Start Date End Date Weekdays Spots/Week	4P-5P	:30	NM 4	\$2,400.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$600.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$600.00			
18 WISN 09/12/12 09/28/12 News M-F 430a	430-5a	:30	NM 3	\$300.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 09/10/12 09/16/12wTF 1 Week: 09/17/12 09/23/12 MTWTF 1	\$100.00 \$100.00			
Week: 09/24/12 09/30/12 MTWTF 1	\$100.00			
19 WISN 09/18/12 09/28/12 News M-F 5p	5-530pm	:30	NM 3	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	,,,,,,	Ψ0,000.00
Week: 09/17/12 09/23/12 -TWTF 2	\$1,000.00		_	
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 W/SN 09/17/12-09/23/12 News M-F 5p	Start/End Time 5-530pm	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -⊤uwThF :30 \$1,000.00	<u>Type</u> <i>NM</i>	
See MG 5.4.5.5	5-550pm	-10W111F50 \$7,000.00	10101	
Week: 09/24/12 09/30/12 MTWTF 2	\$1,000.00			
20 WISN 09/12/12 09/14/12 News M-F 5p	5-530pm	:30	NM 2	\$1,400.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 09/10/12 09/16/12WTF 2	\$700.00	·		
21 WISN 09/12/12 09/14/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	5-8A	:30	NM 2	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12wTF 2	<u>Rate</u> \$250.00			
22 WISN 09/18/12 09/28/12 News M-F 5a	5-6A	:30	NM 4	\$1,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	7	ψ1,100.00
Week: 09/17/12	\$350.00			
Week; 09/24/12 09/30/12 MTWTF 2	\$350.00			
23 WISN 09/12/12 09/14/12 News M-F 6p Start Date End Date Weekdays Spots/Week	6-630pm	:30	NM 3	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		ı	

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 09/11/12 - 10/01/12
 DSCC-IE
 1612

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 09/27/12 / 09/27/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 wTF 3	Rate \$1,000.00			
24 WISN 09/18/12 09/28/12 News M-F 6p	6-630pm	:30	NM 2	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$1,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 W/SN 09/17/12-09/23/12 News M-F 6p See MG 5.4.5.5	6-630 <i>pm</i>	-TuWThF :30 \$ 1,200.00	NM	
5 W/SN 09/17/12-09/23/12 News M-F 6p	6-630 <i>pm</i>	-TuWThF :30 \$1,200.00	NM	
See MG 5.4,5.5 Week: 09/24/12 09/30/12 MTWTF 2	\$1,200.00			
25 WISN 09/18/12 09/28/12 News M-F 6a	6-7A	:30	NM 6	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 09/17/12 09/23/12 -TWTF 3 Week: 09/24/12 09/30/12 MTWTF 3	\$1,000.00 \$1,000.00			
26 WISN 09/12/12 09/14/12 News M-F 6a	6-7A	:30	NM 3	\$2,550.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 wTF 3	<u>Rate</u> \$8 <i>5</i> 0.00			
27 WISN 09/12/12 09/14/12 Entertainment Tonight	630p-7pm	:30	NM 2	\$1,500.00
Start Date End Date Weekdays Spots/Week	 <u>Rate</u>	.00	_	Ψ1,000.00
Week: 09/10/12	\$7 <i>5</i> 0.00		Alla o	64 700 00
28 WISN 09/18/12 09/28/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week	630p-7pm Rate	:30	NM 2	\$1,700.00
Week: 09/17/12 09/23/12 -TWTF 2	\$8.50.00	Marie Colonia Compaths - Data	7	
Spot Ch Date Range Description 1 W/SN 09/17/12-09/23/12 Entertainment Tonight	Start/End Time 630p-7pm	Weekdays Length Rate -TuWThF :30 \$850.00	<u>Type</u> NM	
See MG 5.4,5.5	, ,			
2 W/SN 09/17/12-09/23/12 Entertainment Tonight See MG 5.4,5.5	630 <i>p-7pm</i>	-тиWThF :30 \$ 850.00	NM	
Week: 09/24/12 09/30/12 MTWTF 2	\$850.00			
29 WISN 09/12/12 09/28/12 Good Morning America	7-9a	:30	NM 16	\$16,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 09/10/12 09/16/12wTF 6	<u>Rate</u> \$1,000.00			
Week: 09/17/12 09/23/12 MTWTF 6	\$1,000.00	_	_	
Spot Ch Date Range Description 9 W/SN 09/17/12-09/23/12 Good Morning America	Start/End Time 7-9a	Weekdays Length Rate MTuWThF :30 \$1,000.00	<u>Type</u> <i>NM</i>	
See MG 5.4,5.5	7-54	.50 \$7,555.55	, , , ,	
10 WISN 09/17/12-09/23/12 Good Morning America	7-9a	MTuWThF :30 \$1,000.00	NM	
See MG 5.4,5.5 Week: 09/24/12 09/30/12 MTWTF 6	\$1,000.00			
30 WISN 09/18/12 09/28/12 LIVE WITH KELLY!	9-10am	:30	NM 4	\$1,800.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2	<u>Rate</u> \$4 <i>5</i> 0.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$450.00		l	
31 WISN 09/12/12 09/14/12 LIVE WITH KELLY!	9-10am	:30	NM 2	\$1,400.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 wff 2	<u>Rate</u> \$700.00			
32 WISN 09/21/12 09/28/12 2020	Fri 9-10p	:30	NM 2	\$6,000.00
Start Date	<u>Rate</u> \$3,000.00			
Week: 09/17/12 09/23/121 1	#3,000.00		l	

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Contract / Revision Alt Order# 943784 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 09/27/12 / 09/27/12 Democratic Senatorial Ca

		Spo ⁻				
*Line Ch Start Date End Date Description	Start/End Time D	ays Length Wee	k Rate	Type S _t	oots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1	<u>Rate</u> \$3,000.00					
33 WISN 09/17/12 09/17/12 BachPad Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1	Prime Other <u>Rate</u> \$2,500.00	:30		NM	0	\$0.00
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 W/SN 09/17/12-09/23/12 BachPad See MG 34.3,34.4,34.5		deekdays Length ::30	<u>Rate</u> \$2,500.00	<u>Type</u> <i>NM</i>		
now CMA Music Fest 34 WISN 09/24/12 10/01/12 Dancing Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1	Prime Other Rate \$5,500.00	:30		NM	4	\$26,300.00
Spot Ch Date Range Description 1 WISN 09/24/12-09/30/12 Dancing See MG 34.3,34.4,34.5	Start/End Time W	deekdays Length	<u>Rate</u> \$5,500.00	<u>Type</u> <i>NM</i>		
3 WISN 09/24/12-09/24/12 PACKERS PRE-GAME MG for 57.1,33.1,58.1,34.1	PACKERS PRE-GM-	:30	\$3,800.00	NM		
4 WISN 09/24/12-09/24/12 PACKERS GAME MG for 57.1,33.1,58.1,34.1	PACKERS GAME M	:30	\$15,000.00	NM		
5 WISN 09/24/12-09/24/12 LATE NEWS AFTER PAC (f) See MG 34.6	KELATE NEWS AFTEM	:30	\$2,000.00	NM		
6 WISN 09/24/12-09/24/12 LN After Packers Game (9) MG for 34.5 09/24 LR - Football	M·	:30	\$2,000.00	NM		
Week: 10/01/12 10/07/12 1 1	\$5,500.00					
35 WISN 09/24/12 09/24/12 PACKERS GAME	PACKERS GAME	:30		NM	1	\$15,000.00
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1	<u>Rate</u> \$15,000.00					
36 WISN 09/15/12 09/15/12 Late News Sa 10pm Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1	10-1035p <u>Rate</u> \$450.00	:30		NM	1	\$450.00
37 WISN 09/15/12 09/29/12 Entertainment Tonite Week Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1	<u>Rate</u> \$150.00	:30		NM	3	\$450.00
Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	\$150.00 \$150.00					
38 WISN 09/15/12 09/29/12 College Football Game #2 Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1	230p-6p <u>Rate</u> \$1,200.00	:30		NM	3	\$3,600.00
Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	\$1,200.00 \$1,200.00					
39 WISN 09/15/12 09/15/12 Sa 458-6a	456-6AM	:30		NM	1	\$200.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1- 1	<u>Rate</u> \$200.00					
40 WISN 09/22/12 09/29/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	6-630pm <u>Rate</u> \$700.00 \$700.00	:30		NM	2	\$1,400.00
41 WISN 09/15/12 09/15/12 Sat GMA Start Date End Date Weekdays Spots/Week	6-7a Rate	:30		NM	1	\$300.00

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Contract / Revision Alt Order# 943784 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

<u>Advertiser</u> Original Date / Revision 09/27/12 / 09/27/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1- 1	<u>Rate</u> \$300.00	1 mm 1 mm 1 mm 1 mm 1 mm 1 mm 1 mm 1 m			
42 WISN 09/15/12 09/15/12 News Sa 6p-630p	6-630pm	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1- 1	<u>Rate</u> \$500.00				
43 WISN 09/22/12 09/29/12 Sat 630-7p	630-7p	:30	NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121- 1	<u>Rate</u> \$500.00				
Week: 09/24/12 09/30/121- 1	\$500.00				
44 WISN 09/15/12 09/15/12 ABC Prime College Footb		:30	NM	1	\$1,100.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1- 1	<u>Rate</u> \$1,100.00				
45 WISN 09/29/12 09/29/12 Badgers FB	7-1030p	:30	NM	1	\$8,500.00
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121- 1	<u>Rate</u> \$8,500.00				
46 WISN 09/16/12 09/16/12 Late News 10pm	10p-1030p	:30	NM	1	\$1 ,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	14141	'	\$1,400.00
Week: 09/10/12 09/16/121 1	\$1,400.00				
47 WISN 09/23/12 09/30/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p <u>Ra</u> te	:30	NM	2	\$1,900.00
Week: 09/17/12 09/23/121 1	\$950.00				
Week: 09/24/12 09/30/121 1	\$950.00				
48 WISN 09/23/12 09/30/12 Su 458-6a Start Date End Date Weekdays Spots/Week	458-6AM Rate	:30	NM	2	\$400.00
Week: 09/17/12 09/23/121 1	\$200.00				
Week: 09/24/12 09/30/121 1	\$200.00				
49 WISN 09/16/12 09/16/12 News Sun 530pm	530-6p	:30	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	. <u>Rate</u> \$400.00				
50 WISN 09/23/12 09/30/12 News Sun 530pm	530-6p	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week				_	41,000.00
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$500.00 \$500.00				
51 WISN 09/16/12 09/16/12 Sun GMA	6-7a	:30	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1				•	Ψ2.00.00
	\$250.00			_	
52 WISN 09/23/12 09/30/12 Sun GMA Start Date End Date Weekdays Spots/Week	6-7a <u>Rate</u>	:30	NM	2	\$800.00
Week: 09/17/12 09/23/121 1	\$400.00				
Week: 09/24/12 09/30/121 1	\$400.00				
53 WISN 09/23/12 09/30/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week	7-9am <u>Rate</u>	:30	NM	2	\$1,000.00
Week: 09/17/12 09/23/121 1	\$500.00				
Week: 09/24/12 09/30/121 1	\$500.00				
54 WISN 09/23/12 09/30/12 This Week With George S Start Date End Date Weekdays Spots/Week		:30	NM	2	\$2,000.00
Week: 09/17/12 09/23/121 1	<u>Rate</u> \$1,000.00				
Week: 09/24/12 09/30/121 1	\$1,000.00				
55 WISN 09/16/12 09/16/12 This Week With George S	tep930-1030am	:30	NM	1	\$650.00

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		06278065
Contract Dates	Product	Estimate #
9/11/12 - 10/01/12	DSCC-IE	1612

Contract / Devicion

Advertiser	Original Date / Revision	
Democratic Senatorial Ca	09/27/12 / 09/27/12	

Spots/

			Spor	to,			
*Line Ch Start Date End Date Description	1	Start/End Time	Days Length Wee	ek Rate	Type Sr	oots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 09/10/12 09/16/121	Spots/Week 1	<u>Rate</u> \$650.00					
56 WISN 09/27/12 09/27/12 LastResort Start Date End Date Weekdays Week: 09/24/12 09/30/121	Spots/Week 1	Thu 7-8p <u>Rate</u> \$2,000.00	:30		NM	1	\$2,000.00
57 WISN 09/11/12 09/11/12 Trust Start Date End Date Weekdays Week: 09/10/12 09/16/12 -1	Spots/Week 1	Tue 8-9p <u>Rate</u> \$1,800.00	:30		MM	0	\$0.00
<u>Spot Ch Date Range Description</u> 1 WISN 09/10/12-09/16/12 Trust See MG 34.3,34.4,34.5		Start/End Time Tue 8-9p	Weekdays Length -Tu: :30	<u>Rate</u> \$1,800.00	<u>Type</u> NM		
58 WISN 09/11/12 09/11/12 NYMed <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 09/10/12 09/16/12 -1	Spots/Week 1	Tue 9-10p <u>Rate</u> \$1,800.00	:30		MM	0	\$0.00
<u>Spot Ch Date Range Description</u> 1 WISN 09/10/12-09/16/12 NYMed See MG 34.3,34.4,34.5		Start/End Time Tue 9-10p	Weekdays Length -Tu: :30	<u>Rate</u> \$1,800.00	<u>Type</u> NM		

136 Totals \$154,900.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	133	\$146,400.00	\$124,440.00
10/01/12 -10/01/12	2 3	\$8,500.00	\$7,225.00
Totals	136	\$154,900.00	\$131,665,00

Signatur	e:	Date:	
~			

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CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 3050 K St NW Washington, DC 20007

	Contract / Rev	rision	1	Alt Order #		
	943784	/ 5	(06278065		
Product				·		
DSCC-IE						
Contract Dates	Estimate #					
09/11/12 - 10/01/12	1612					
<u>Advertiser</u>			Orio	inal Date /	Revision	
Democratic Senatorial Ca	ampaign Com	mittee	10	0/02/12	/ 10/02/12	
	Billing Cycle	Billing	Cale	endar	Cash/Trade	
	EOM/EOC	Broad	cast		Cash	
	Station Station	Accou	nt Ex	recutive	Sales Office	
	WISN	Will Hi	ildebrandt		HRP -Washingt	
	Special Handl	ing				
	<u>Demographic</u>					
	Adults 35+					
	IDB#	Adver	tiser	Code	Product Code	
	8091	49			53	
	Agency Ref	<u> </u>		Advertiser	Ref	

Spots/

*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
E 1 WISN 09/18/12 09/28/12 GOOD AFTERNOON AMER	RI1P-2P LTC 9/07	:30	NM 2	\$600.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 09/17/12 09/23/12WTF 1	\$300.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 09/11/12-09/17/12 KATIE COURIC	M-F 2-3P	MTuWThF :30 \$300:00	NM	
⊕ See MG 1.5,1.6				
4 WISN 09/11/12-09/17/12 KATIE COURIC	M-F 2-3P	MTuWThF :30 \$300.00	NM	
® See MG 1.5,1.6	M = 0.0D	MTuWThF :30 \$300.00	NM	
5 WISN 09/18/12-09/28/12 KATIE COURIC	M-F 2-3P	MIUWIIIWI .30 \$300.00	14141	
MG for 1.3,1.4 7 WISN 09/17/12-09/23/12 GOOD AFTERNOON AME	RHP-2P LTC 9/07	wThF :30 \$300:00	NM	
Credited				
Week: 09/24/12 09/30/12WTF 1	\$300.00		Į.	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
6 WISN 09/18/12-09/28/12 KATIE COURIC	M-F 2-3P	MTuWThF :30 \$300.00	NM	
(M) MG for 1.3.1.4				
8 WISN 09/24/12-09/30/12 GOOD AFTERNOON AME	R/1P-2P LTC 9/07	wThF - :30 \$300:00	NM	
Credited				
2 WISN 09/18/12 09/30/12 General Hospital	2-3pm/1-2p	:30	NM 2	\$700.00
Start Date	Rate			
Week: 09/17/12 09/23/12wTF 1	\$350.00			
Week: 09/24/12 09/30/12 MTWTF 1	\$350.00			00 000 00
3 WISN 09/12/12 09/14/12 Late News 10PM	10-1030p	:30	NM 2	\$2,800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$1,400.00		1	
WOOK, CONTONE CONTONE		.20	NM 3	\$3,200.00
E 4 WISN 09/18/12 09/28/12 Late News 10PM	10-1030p Rate	:30	INIVI	Φ3₁ΖŲŲ.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2	\$1,600.00		ļ	
Spot Ch Date Range Description	Start/End Time	Weekdays <u>Length</u> <u>Rate</u>	Туре	
2 W/SN 09/17/12-09/23/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	NM	
See MG 5.4.5.5	•			
5 W/SN 09/17/12-09/23/12 Late News 10PM	10-1030p	-TuwThF :30 \$1,600.00	NM	
See MG 5.4,5.5			l	

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Contract / Revision Alt Order # 943784 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 10/02/12 / 10/02/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rat	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 MTWTF 2	<u>Rate</u> \$1,600.00			
Week: 09/24/12 09/30/12 MTWTF 2 Spot Ch Date Range Description	Start/End Time	Weekdays Length Rat	e Type	
1 W/SN 09/24/12-09/30/12 Late News 10PM	10-1030p	MTuWThF :30 \$1,600.0	· —	
See MG 4.6, 4.7, 4.8	·			
3 W/SN 09/24/12-09/30/12 Late News 10PM	10-1030p	MTuWThF :30 \$1,600.0	o NM	
See <i>MG 4.6</i> ,4.7,4.8 6 WISN 10/01/12-10/01/12 News M-F 5a	5-6A	M :30 \$1,000.0) NM	
6 WISN 10/01/12-10/01/12 News M-F 5a 19 MG for 4.1,4.3	3-0A	.50 \$1,000.0	, , , , , , ,	
7 WISN 10/01/12-10/01/12 News M-F 5p	5-530pm	M: :30 \$2,000.0) NM	
MG for 4.1,4.3				
8 WISN 09/30/12-09/30/12 Upfront	11-1130p	St :30 \$200.0) NM	
⊕ MG for 4.1,4.3	10 11	:30	NM 3	\$12,550.00
E 5 WISN 09/18/12 09/28/12 The View Start Date End Date Weekdays Spots/Week	10-11am Rate	.50	14141	Ψ12,000.00
Week; 09/17/12 09/23/12 -TwTF 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rat		
3 W/SN 09/17/12-09/23/12 The View	10-11am	-тиWThF :30 \$500.0	9 NM	
See MG 5.4,5.5 4 WISN 09/24/12-09/24/12 PACKERS POST-GAME	DACKEDS DOS	T-(M :30 \$6,050.0	o NM	
MG for 4.2,12.2,19.1,4.5,24.1,8.1,24.5,28.2,29.10,28.1,			, , , , , ,	
LR - Football				
5 WISN 09/25/12-09/25/12 DanceResults	Prime Other	-Tu :30 \$6,000.0	0 NM	
MG for 4.2,12.2,19.1,4.5,24.1,8.1,24.5,28.2,29.10,28.1, Week: 09/24/12 09/30/12 MTWTF 1	29.9,5.3 \$500.00			
	10-11am	:30	NM 2	\$1,400.00
6 WISN 09/12/12 09/14/12 The View Start Date End Date Weekdays Spots/Week	Rate	.50	11111	Ψ1,400.00
Week: 09/10/12	\$700.00			
7 WISN 09/12/12 09/14/12 Late News 1030PM	1030p-11p	:30	NM ·	1 \$850.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 09/10/12 09/16/12WTF 1	\$850.00	00	N I A A	1 \$950.00
E 8 WISN 09/18/12 09/28/12 Late News 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p Rate	:30	NM	1 \$950.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 1	\$950.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Ra		
1 W/SN 09/17/12-09/23/12 Late News 1030PM	1030p-11p	-TuwThF :30 \$950.6	NM O	
See MG 5.4,5.5	\$950.00		į	
Week: 09/24/12 09/30/12 MTWTF 1	, , , , , , , , , , , , , , , , , , , ,	:30	NM	1 \$400.00
9 WISN 09/12/12 09/14/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p <u>Rate</u>	.50	14101	φ-100.00
Week: 09/10/12 09/16/12WTF 1	\$400.00			
10 WISN 09/18/12 09/29/12 Nightline	11p-1130p	:30	NM	2 \$1,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 09/17/12 09/23/12 -TWTF 1	\$750.00			
Week: 09/24/12 09/30/12 MTWTF 1	\$750.00	-20	NM	2 \$400.00
11 WISN 09/12/12 09/14/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week	M-F 11A-12P <u>Rate</u>	:30	NIVI	Δ Φ400.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 2	\$200.00			
E 12 WISN 09/18/12 09/28/12 THE CHEW	12P-1P	:30	NM	3 \$900.00
Start Date End Date Weekdays Spots/Week			l	

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 Contract / Revision
 Alt Order #

 943784 / 5
 06278065

 Contract Dates
 Product
 Estimate #

 09/11/12 - 10/01/12
 DSCC-IE
 1612

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/02/12 / 10/02/12

#Lima Ch Start Data End Data Deceription	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
*Line Ch Start Date End Date Description Start Date End Date Weekdays Spots/Week	Rate	Days Longin Week Rate	Туро орого	Amount
Week: 09/17/12 09/23/12 -TWTF 2	\$300.00	M. I. I	T	
Spot Ch Date Range Description 2 WISN 09/17/12-09/23/12 THE CHEW	Start/End Time 12P-1P	Weekdays Length Rate -TuWThF :30 \$300.00	<u>Type</u> NM	
See MG 5.4,5.5	72r - 11			
Week: 09/24/12 09/30/12 MTWTF 2	\$300.00		. <u> </u>	
13 WISN 09/12/12 09/14/12 General Hospital Start Date End Date <u>Weekdays</u> <u>Spots/Week</u>	2-3pm/1-2p Rate	:30	NM 2	\$700.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12wTF 2	\$3 <i>5</i> 0.00			
14 WISN 09/18/12 09/28/12 KATIE COURIC	M-F 2-3P	:30	NM 4	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TwTF 2	<u>Rate</u> \$ <i>5</i> 00.00]	
Week: 09/24/12 09/30/12 MTWTF 2	\$500.00			
N 15 WISN 09/12/12 09/28/12 3-4p	3-4p	:30	NM 5	\$2,500.00
Week: 09/10/12	<u>Rate</u> \$ <i>5</i> 00.00			
Week: 09/17/12 09/23/12 MTWTF 2	\$500.00 \$500.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$ <i>5</i> 00.00	_	_	
Spot Ch Date Range Description	Start/End Time	Weekdays <u>Length</u> <u>Rate</u> MTuWThF :30 \$500.00	<u>Type</u> NM	
5 WISN 09/24/12-09/30/12 3-4p Credited	3-4p	.50 00:000	74777	
16 WISN 09/12/12 09/14/12 DR. OZ	4P-5P	:30	NM 2	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$500.00			
Week: 09/10/12 09/16/12wTF 2 17 WISN 09/18/12 09/28/12 DR. OZ	4P-5P	:30	NM 4	\$2,400.00
Start Date End Date Weekdays Spots/Week	Rate	.50		42,400.00
Week: 09/17/12 09/23/12 -TWTF 2	\$600.00			
Week: 09/24/12 09/30/12 MTWTF 2	\$600.00	:30	NM 3	\$300.00
18 WISN 09/12/12 09/28/12 News M-F 430a Start Date <u>End Date Weekdays Spots/Week</u>	430- <i>5</i> a <u>Rate</u>	.50	[NIWI] 3	\$300.00
Week: 09/10/12 09/16/12WTF 1	\$100.00			
Week: 09/17/12 09/23/12 MTWTF 1 Week: 09/24/12 09/30/12 MTWTF 1	\$100.00 \$100.00			
N 19 WISN 09/18/12 09/28/12 News M-F 5p	5-530pm	:30	NM 2	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	''''] -	42,000.00
Week: 09/17/12 09/23/12 -TwTF 2	\$1,000.00	Marketon Longth Bata	Type	
Spot Ch Date Range Description 1 WISN 09/17/12-09/23/12 News M-F 5p	Start/End Time 5-530pm	<u>Weekdays Length Rate</u> -TuWThF :30 \$1,000.00	<u>Type</u> NM	
See MG 5.4,5.5	•	.,		
Week: 09/24/12 09/30/12 MTWTF 2	\$1,000.00	Weekdays Length Rate	<u>Type</u>	
Spot Ch Date Range Description 4 WISN 09/24/12-09/30/12 News M-F 5p	Start/End Time 5-530pm	Weekdays Length Rate MTuWThF :30 \$1,000.00	NM NM	
Credited		•		
20 WISN 09/12/12 09/14/12 News M-F 5p	5-530pm	:30	NM 2	\$1,400.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 WTF 2	<u>Rate</u> \$700.00			
21 WISN 09/12/12 09/14/12 News M-F 5a	5-6A	:30	NM 2	\$500.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 09/10/12 09/16/12WTF 2	\$2 <i>5</i> 0.00		i	

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Contract / Revision Alt Order# 943784 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 10/02/12 / 10/02/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	pots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
22 WISN 09/18/12 09/28/12 News M-F 5a	5-6A	:30	NM	4	\$1,400.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2	\$3 <i>5</i> 0.00 \$350.00				
(4) ·				_	
23 WISN 09/12/12 09/14/12 News M-F 6p Start Date End Date Weekdays Spots/Week	6-630pm Rate	:30	NM	3	\$3,000.00
Week: 09/10/12 09/16/12WTF 3	\$1,000.00				
N 24 WISN 09/18/12 09/28/12 News M-F 6p	6-630pm	:30	NM	1	\$1,200.00
Start Date End Date Weekdays Spots/Week	Rate				, , ,
Week: 09/17/12 09/23/12 -TWTF 2	\$1,200.00		_		
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 W/SN 09/17/12-09/23/12 News M-F 6p	Start/End Time 6-630pm	Weekdays Length Rate -TuWThF :30 \$1.200.00	<u>Type</u> NM		
See MG 5.4.5.5	0-03upiii	-TuWThF :30 \$1,200.00	IVIVI		
5 W/SN 09/17/12-09/23/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	NM		
See MG 5.4,5.5	·	· ·			
Week: 09/24/12 09/30/12 MTWTF 2	\$1,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
4 W/SN 09/24/12-09/30/12 News M-F 6p Credited	6-630pm	MTuWThF :30 \$1,200.00	NM		
25 WISN 09/18/12 09/28/12 News M-F 6a	6.74	.20	Aina	•	#C 000 00
Start Date End Date Weekdays Spots/Week	6-7A Rate	:30	NM	6	\$6,000.00
Week: 09/17/12 09/23/12 -TWTF 3	\$1,000.00				
Week: 09/24/12 09/30/12 MTWTF 3	\$1,000.00				
26 WISN 09/12/12 09/14/12 News M-F 6a	6-7A	:30	NM	3	\$2,550.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/10/12 09/16/12WTF 3	\$850.00				
27 WISN 09/12/12 09/14/12 Entertainment Tonight	630p-7pm	:30	NM	2	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 09/10/12 09/16/12WTF 2	<u>Rate</u> \$7 <i>5</i> 0.00				
N 28 WISN 09/18/12 09/28/12 Entertainment Tonight	630p-7pm	:30	NM	0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate	.00		Ŭ	\$0.00
Week: 09/17/12 09/23/12 -TWTF 2	\$8 <i>5</i> 0.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 W/SN 09/17/12-09/23/12 Entertainment Tonight	630 <i>p-7pm</i>	-TuWThF :30	NM		
See MG 5.4,5.5 2 W/SN 09/17/12-09/23/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM		
See MG 5.4,5.5	0000 10	,50 \$550.00	''''		
Week: 09/24/12 09/30/12 MTWTF 2	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type		
3 WISN 09/24/12-09/30/12 Entertainment Tonight	630 <i>p-7pm</i>	MTuWThF :30 \$850.00	NM		
Credited 5 WISN 09/24/12-09/30/12 Entertainment Tonight	630p-7pm	MTuWThF :30 \$850.00	NIAA		
Credited	οσορ-τριπ	ятинтпе=== ,30 феро.00	NM		
E 29 WISN 09/12/12 09/28/12 Good Morning America	7-9a	:30	NM	16	\$16,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14141	10	Ψ10,000,00
Week: 09/10/12	\$1,000.00				
Week: 09/17/12 09/23/12 MTWTF 6	\$1,000.00				

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 DSCC-IE
 1612

Advertiser Original Date / Revision

Democratic Senatorial Ca 10/02/12 / 10/02/12

*Line Ch Start Date End Date Description	Start/End Time	Spot Days Length Wee		Type Sr	nots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 9 W/SN 09/17/12-09/23/12 Good Morning America	Rate Start/End Time 7-9a	Weekdays Length MTuwThF :30	Rate \$1,000.00	Type NM	7010	, attour
See MG 5.4,5.5 10 W/SN 09/17/12-09/23/12 Good Morning America See MG 5.4,5.5 Week: 09/24/12 09/30/12 MTWTF 6	7-9a \$1,000.00	MTuWThF :30	\$1,000.00	NM		
30 WISN 09/18/12 09/28/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -TWTF 2 Week: 09/24/12 09/30/12 MTWTF 2	9-10am <u>Rate</u> \$450.00 \$450.00	:30		NM	4	\$1,800.00
31 WISN 09/12/12 09/14/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12WTF 2	9-10am <u>Rate</u> \$700.00	:30		NM	2	\$1,400.00
N 32 WISN 09/21/12 09/28/12 2020 Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	Fri 9-10p <u>Rate</u> \$3,000.00 \$3,000.00	:30		NM	1	\$3,000.00
Spot Ch Date Range Description 2 W/SN 09/24/12-09/30/12 2020 Credited	Start/End Time Fri 9-10p	Weekdays LengthF: :30	<u>Rate</u> \$3,000.00	<u>Type</u> <i>NM</i>		
E 33 WISN 09/17/12 09/17/12 BachPad Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1 Spot Ch Date Range Description 1 WISN 09/17/12-09/23/12 BachPad See MG 34.3,34.4,34.5	Prime Other Rate \$2,500.00 Start/End Time Prime Other	:30 Weekdays Length M::30	<u>Rate</u> \$2,500.00	NM <u>Type</u> <i>NM</i>	0	\$0.00
now CMA Music Fest E 34 WISN 09/24/12 10/01/12 Dancing Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1	Prime Other Rate \$5,500.00	:30		NM	4	\$26,300.00
<u>Spot Ch Date Range Description</u> 1 W/SN 09/24/12-09/30/12 Dancing See MG 34.3,34.4,34.5	Start/End Time Prime Other	Weekdays Length M:30	<u>Rate</u> \$5,500.00	<u>Type</u> <i>NM</i>		
3 WISN 09/24/12-09/24/12 PACKERS PRE-GAME ⊕ MG for 57.1,33.1,58.1,34.1 4 WISN 09/24/12-09/24/12 PACKERS GAME	PACKERS PRE-		\$3,800.00 \$15,000.00	NM NM		
MG for 57.1,33.1,58.1,34.1 5 WISN 09/24/12-09/24/12 LATE NEWS AFTER PAC			\$2,000.00	NM		
 See MG 34.6 WISN 09/24/12-09/24/12 LN After Packers Game MG for 34.5 09/24 LR - Football 		м: :30	\$2,000.00	NM		
Week: 10/01/12 10/07/12 1 1 35 WISN 09/24/12 09/24/12 PACKERS GAME Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1	\$5,500.00 PACKERS GAME Rate \$15,000.00	≣ :30		NM	1	\$15,000.00
36 WISN 09/15/12 09/15/12 Late News Sa 10pm Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121- 1	10-1035p <u>Rate</u> \$450.00	:30		NM	1	\$450.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order #
	943784 / 5	06278065
Contract Dates	Product	Estimate #
09/11/12 - 10/01/12	DSCC-IE	1612

Advertiser Original Date / Revision 10/02/12 / 10/02/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rat	e TypeS	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate		,, -		
37 WISN 09/15/12 09/29/12 Entertainment Tonite Wee Start Date End Date Weekdays Spots/Week		:30	NM	3	\$450.00
Week: 09/10/12 09/16/121- 1	\$150.00				
Week: 09/17/12 09/23/121- 1	\$150.00				
Week: 09/24/12 09/30/121- 1	\$150.00				
38 WISN 09/15/12 09/29/12 College Football Game #2	230p-6p	:30	NM	3	\$3,600.00
Start Date End Date Weekdays Spots/Week	Rate				,
Week: 09/10/12 09/16/121- 1 Week: 09/17/12 09/23/121- 1	\$1,200.00				
Week: 09/17/12 09/23/121- 1 Week: 09/24/12 09/30/121- 1	\$1,200.00 \$1,200.00				
39 WISN 09/15/12 09/15/12 Sa 458-6a	· · · · · · · · · · · · · · · · · · ·	.00			
Start Date End Date Weekdays Spots/Week	456-6AM Rate	:30	MM	1	\$200.00
Week: 09/10/12 09/16/121- 1	\$200.00				
40 WISN 09/22/12 09/29/12 News Sa 6p-630p	6-630pm	:30	NM	2	\$1,400.00
Start Date End Date Weekdays Spots/Week	Rate	.00		~	Ψ1, 4 00.00
Week: 09/17/12 09/23/121- 1	\$700.00				
Week: 09/24/12 09/30/121- 1	\$700.00				
41 WISN 09/15/12 09/15/12 Sat GMA	6-7a	:30	NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	Rate				
	\$300.00				
42 WISN 09/15/12 09/15/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	6-630pm	:30	MM	1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1- 1	<u>Rate</u> \$500.00				
N 43 WISN 09/22/12 09/29/12 Sat 630-7p	630-7p	:30	NM	,	#F00.00
Start Date End Date Weekdays Spots/Week	Rate	.30	1/11/1	1	\$500.00
Week: 09/17/12 09/23/121- 1	\$500.00				
Week: 09/24/12 09/30/121- 1	\$500.00				
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>		
2 WISN 09/24/12-09/30/12 Sat 630-7p	630-7p	Sa :30 \$500.00) NM		
Credited AND AND AND AND AND AND AND AND AND AND					
44 WISN 09/15/12 09/15/12 ABC Prime College Footba Start Date End Date Weekdays Spots/Week		:30	NM	1	\$1,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121- 1	<u>Rate</u> \$1, 1 00.00				
45 WISN 09/29/12 09/29/12 Badgers FB	7-1030p	:30	N 18 4		
Start Date End Date Weekdays Spots/Week	Rate	.30	NM	1	\$8,500.00
Week: 09/24/12 09/30/121 1	\$8,500.00				
46 WISN 09/16/12 09/16/12 Late News 10pm	10p-1030p	:30	NM	1	\$1,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			•	Ψ1 ₁ 400.00
Week: 09/10/12 09/16/121 1	\$1,400.00				
N 47 WISN 09/23/12 09/30/12 Late News SU 1030PM	1030p-11p	:30	MM	1	\$950.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1	Rate				
Week: 09/24/12 09/30/121 1	\$950.00 \$950.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	, ,,,,,,		
2 WISN 09/24/12-09/30/12 Late News SU 1030PM	1030p-11p	Weekdays Length Rate			
Credited	,	5t .50 \$550.01	VIVIVI		
48 WISN 09/23/12 09/30/12 Su 458-6a	458-6AM	:30	NM	2	\$400.00
Start Date End Date Weekdays Spots/Week	Rate	.50	IAIAI	۷	φ 4 00.00
• —			•		

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Contract / Revision Alt Order# 943784 06278065

Contract Dates Product Estimate # 09/11/12 - 10/01/12 DSCC-IE 1612

Advertiser Original Date / Revision 10/02/12 / 10/02/12 Democratic Senatorial Ca

Snote/

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 09/17/12 09/23/121 1	\$200.00			
Week: 09/24/12 09/30/121 1	\$200.00			
49 WISN 09/16/12 09/16/12 News Sun 530pm	530-6p	:30	NM ·	i \$400.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1 1	<u>Rate</u> \$400.00			
50 WISN 09/23/12 09/30/12 News Sun 530pm	530-6p	:30	NM :	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$500.00			
	\$500.00			
51 WISN 09/16/12 09/16/12 Sun GMA Start Date End Date Weekdays Spots/Week	6-7a	:30	NM ·	1 \$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	<u>Rate</u> \$250,00			
52 WISN 09/23/12 09/30/12 Sun GMA		.00		
Start Date End Date Weekdays Spots/Week	6-7a <u>Rate</u>	:30	NM 2	\$800.00
Week: 09/17/12	\$400.00			
Week: 09/24/12 09/30/121 1	\$400.00			
53 WISN 09/23/12 09/30/12 News Sun 7-9a	7-9am	:30	NM	2 \$1,000.00
Start Date	Rate			- 41,000.00
Week: 09/17/12 09/23/121 1	\$500.00			
Week: 09/24/12 09/30/121 1	\$500.00			
54 WISN 09/23/12 09/30/12 This Week With George St		:30	NM :	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1	Rate			
Week: 09/17/12 09/23/121 1 Week: 09/24/12 09/30/121 1	\$1,000.00			
	\$1,000.00			
55 WISN 09/16/12 09/16/12 This Week With George Start Date End Date Weekdays Spots/Week	ep930-1030am Rate	:30	NM ·	1 \$650.00
Week: 09/10/12	\$650.00			
56 WISN 09/27/12 09/27/12 LastResort	Thu 7-8p	:30	NM	
Start Date End Date Weekdays Spots/Week	Rate	.50	NIVI	\$2,000.00
Week: 09/24/12 09/30/121 1	\$2,000.00			
E 57 WISN 09/11/12 09/11/12 Trust	Tue 8-9p	:30	NM (\$0.00
Start Date End Date Weekdays Spots/Week	Rate		```	J .00.00
Week: 09/10/12 09/16/12 -1 1	\$1,800.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 09/10/12-09/16/12 Trust	Tue 8-9p	-Tu :30 \$ 1,800.00	NM	
See MG 34.3,34.4,34.5		100		
E 58 WISN 09/11/12 09/11/12 NYMed Start Date End Date Weekdays Spots/Week	Tue 9-10p	:30	NM (\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 -1 1	<u>Rate</u> \$1,800.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
1 W/SN 09/10/12-09/16/12 NYMed	Tue 9-10p	-Tu :30 \$1.800.00	NM NM	
See MG 34.3,34.4,34.5		1.55 \$7,550700	"	

\$146,050.00 Totals 128

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Print Date 10/03/12

Page 8 of 10



	Contract / Revis	<u>on</u>	Alt Order #
	943784 /	5	06278065
Contract Dates	Product		Estimate #
09/11/12 - 10/01/12	DSCC-IE		1612
Advertiser Democratic Senatorial Ca			iginal Date / Revision 10/02/12 / 10/02/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	125	\$137,550.00	\$116,917.50
10/01/12 -10/01/12	3	\$8,500.00	\$7,225.00
Totals	128	\$146,050.00	\$124,142.50

Signature:	Į.	Date:	

06278065

\$1,400.00 NM



WISN TV 759 N. 19th Street Milwaukee, WI 53233 Main: (414)342-8812 Billing: (781)433-4283

Invoice # Invoice Date Invoice Month Invoice Period 943784-1 09/30/12 September 2012 08/27/12 - 09/30/12

Station Account Executive Sales Office Sales Region WISN Will Hildebrandt HRP -Washingto National

Advertiser Product Estimate Number Democratic Senatorial Cam DSCC-IE 1612

Flight Dates Order # Alt Order # 09/11/12 - 10/01/12 943784

Billing Calendar Billing Type Deal# Broadcast Cash

Special Handling

IDB# Advertiser Code Product Code 8091 49 53

Agency Ref Advertiser Ref

Billing Address:

Great American Media Attention: Accounts Payable 3050 K St NW Washington, DC 20007

Send Payment To: WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

2 WISN F

09/14/12

10:29 PM Late News 10PM

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
	09/18/12	09/28/12	GOOD AFTERNOO	N AM1P-2P LTC 9/07	~-WTF	:30	1	\$300.00	NM	
	Weeks:	Start Date 09/17/12	End Date MTWTFS 09/23/12WTF-		<u>Rate</u> \$300.00			,		
	Spots: # Ch	Day Air	Date Air Time Des	scription	Start/End Time	Lengt	h Ad-ID			Rate Type
	4 WI	SN Tu 09/ See MG		TIE COURIC	M-F 2-3P	0:	0			\$300.00 NM
	3 WI	SN W 09/ See MG		TIE COURIC	M-F 2-3P	.:0	0			\$300-00 NM
	5 WI	SN Tu 09/ MG for 1		TIE COURIC	M-F 2-3P	:3	O oscc12wI	:02тн		\$300.00 NM
	7 WI	SN F 09/ Credited		OD AFTERNOON AME	R/CA 1P-2P LTC 9/07	:0	0			\$300.00 NM
	Weeks:	Start Date 09/24/12	End Date MTWTFS 09/30/12WTF-		<u>Rate</u> \$300.00					
	Spots: # Ch				Start/End Time		h <u>Ad-ID</u>			Rate Type
	8 WI	SN W 09/ Credited	² 26/12 GO	OD AFTERNOON AME	RICA 1P-2P LTC 9/07	.0	0			\$300.00 NM
	6 WI	SN W 09/ MG for 1		TIE COURIC	M-F 2-3P	:3	O oscc12wi	:02тн		\$300.00 NM
2	09/18/12	09/30/12	General Hospital	2-3pm/1-2p	MTWTF	:30	1	\$350.00	NM	
	Weeks:	Start Date 09/17/12	End Date MTWTFS: 09/23/12WTF-		<u>Rate</u> \$350.00					
	Spots: # Ch	<u>Day Air</u>	Date Air Time Des	scription .	Start/End Time	<u>Lengtl</u>	n Ad-ID			Rate Type
	1 WI			neral Hospital	2-3pm/1-2p	:3	O oscc12wi	:02тн		\$350.00 NM
	Weeks:	Start Date 09/24/12	End Date MTWTFS: 09/30/12 MTWTF-		<u>Rate</u> \$350.00					
	Spots: # Ch				Start/End Time		<u>n</u> <u>Ad-ID</u>			<u>Rate Type</u>
	3 WI:	SN Tu 09/	25/12 1:24 PM Ger	neral Hospital	2-3pm/1-2p	:3) oscc12wI	:02тн		\$350.00 NM
3	09/12/12	09/14/12	Late News 10PM	10-1030p	WTF	:30	2	\$1,400.00	NM	
	Weeks:	Start Date 09/10/12	End Date MTWTFS: 09/16/12WTF-		<u>Rate</u> \$1,400.00					,,,,,
	Spots: # Ch	<u>Day Air</u>	Date Air Time Des	<u>cription</u>	Start/End Time	<u>Lengtl</u>	n Ad-ID			Rate Type
	3 WI	SN Th 09/	13/12 10:28 PM Late	News 10PM	10-1030p	:3	O DSCC12WI	01тн		\$1,400.00 NM

10-1030p

:30 DSCC12WI01TH





Invoice #	Invoice Date	Invoice Month	Invoice Period
943784-1		September 2012	08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Democratic Senatorial Can	DSCC-IE	1612

Snote/

								Spots/			
Line S	Start Date	End Date	Descriptio	n	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
4 (09/18/12	09/28/12	Late News	10PM	10-1030p	MTWTF	:30	2	\$1,600.00	NM	
٧		Start Date 09/17/12	End Date 09/23/12	MTWTFSS -TWTF	Spots/Week 2	<u>Rate</u> \$1,600.00					
	Spots: # Ch			Time Descrip	_	Start/End Time	Longth	Ad-ID			Date Time
3	. –	SN Th 09			ews 10PM	10-1030p	:00				<u>Rate Type</u> \$1,600,00 NN
	O VVIC	See MG		Late Ne	WS TOPIN	10-1030p	.01	,			\$1,000.00 NN
	2 WIS		/21/12	Late Ne	ws 10PM	10-1030p	:00				\$ 1,600.00 NN
٧			End Date 09/30/12	MTWTFSS MTWTF	Spots/Week 2	<u>Rate</u> \$1,600.00					
s	pots: # Ch	Day Air	Date Air	<u> Time Descrip</u>	<u>tion</u>	Start/End Time	Length	Ad-ID			Rate Type
	1 WIS	SN Tu 09. See MG	/25/12 4.6,4.7,4.8	Late Ne	ws 10PM	10-1030p	:00	<u> </u>			\$1,600.00 NM
	3 WIS	SN W 09. See <i>MG</i>	/26/12 4.6,4.7,4.8	Late Ne	ws 10PM	10-1030p	:00)			\$1,600.00 NM
	8 WIS	N Su 09 MG for 4	/30/12 11:1	7 PM Upfront		11-1130p	:30) DSCC12WI	:03тн		\$200.00 NM
5 0)9/18/12	09/28/12	The View		10-11am	MTWTF	:30	1	\$500.00	NM	
V		Start Date		MTWTFSS	Spots/Week	Rate					
١	pots: # Ch	09/17/12 <u>Day Air</u>	09/23/12	-TWTF	tion	\$500.00 Start/End Time	Langth	Ad ID			Data Toma
3	• –	Day All 3N <i>Th</i> 09		ime Descript The Vie		10-11am	<u>Lengtr</u> :00	Ad-ID			Rate Type
	3 7713	See MG		The vie	w	ru-rram	.00	,			\$500.00 NM
	4 WIS	N M 09/	/24/12 11:3 .2,12.2,19.1,4		RS POST-GAME 1.5,28.2,29.10,28.1	PACKERS POS ,29.9,5.3	T-G :30) DSCC12WI	:02тн		\$6,050.00 NM
	5 WIS	N Tu 09/	25/12 7:24	4 PM DanceR .5.24.1.8.1.24	esults 4.5,28.2,29.10,28.1	Prime Other .29.9.5.3	:30) DSCC12W3	:02Тн		\$6,000.00 NM
W				MTWTFSS MTWTF	Spots/Week 1	<u>Rate</u> \$500.00					
S	pots: # Ch	<u>Day</u> <u>Air</u>	Date Air 7	ime Descript	tion_	Start/End Time	Length	Ad-ID			Rate Type
	2 WIS	N Tu 09/	25/12 10:3	5 AM The View	w	10-11am	:30	DSCC12WI	:02ТН		\$500.00 NM
6 0	9/12/12	09/14/12	The View		10-11am	WTF	:30	2	\$700.00	NM	
W		Start Date 09/10/12	End Date 09/16/12	MTWTFSS WTF	Spots/Week 2	<u>Rate</u> \$700.00					
Sı	pots: # Ch	Day Air	Date Air T	ime Descript	ion_	Start/End Time	Length	Ad-ID			Rate Type
	3 WIS	N W 09/	12/12 10:59	AM The View	W	10-11am	:30	DSCC12WI	:01тн		\$700.00 NM
	2 WIS	N F 09/	14/12 10:33	3 AM The View	W	10-11am	:30	DSCC12WI	:01тн		\$700.00 NM
7 0	9/12/12	09/14/12	Late News	1030PM	1030p-11p	WTF	:30	1	\$850.00	NM	
W		Start Date 09/10/12	End Date 09/16/12	MTWTFSS WTF	Spots/Week 1	<u>Rate</u> \$850.00					
Si	pots: # Ch	Day Air		ime Descript	•	Start/End Time	Lenath	Ad-ID			Rate Type
	2 WIS			PM Late Nev		1030p-11p		DSCC12WI	01тн		\$850.00 NM
8 0	9/18/12	09/28/12	Late News	1030PM	1030p-11p	MTWTF	:30	1	\$950.00	NM	
W		Start Date	End Date	MTWTFSS	Spots/Week	Rate					
C.	-	09/17/12	09/23/12 Data Air T	-TWTF ime Descript	ion.	\$950.00 Start/End Time	1 anath	A de l'O			Data Torre
o!	pots: <u>#</u> Ch 1 WIS		21/12	<u>ime</u> <u>Descript</u> Late Nev	ion ws 1030 <i>PM</i>	<u>Start/End Time</u> 1030 <i>p-11p</i>	<u>Length</u> :00				<u>Rate Type</u> \$950.00 NM
۱۸/	eeks: S	See MG Start Date		MTWTFSS	Spots/Week	Rate					
		9/24/12		MTWTF	1	\$950.00					

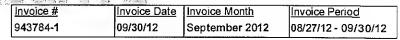




Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1612

Line Start Da	te End Date	Description		Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
8 09/18/12	09/28/12	Late News 1	030PM	1030p-11p	MTWTF	:30	1	\$950.00	NM	
Spots: <u>#</u> 2			<u>ne</u> <u>Descri</u> PM Late N	i <u>ption</u> lews 1030PM	Start/End Time 1030p-11p		h <u>Ad-ID</u> O DSCC12WI	02тн		<u>Rate Type</u> \$950.00 NM
9 09/12/12	09/14/12	Nightline		11p-1130p	WTF	:30	1	\$400.00	NM	No.
Weeks:	Start Date 09/10/12		TWTFSS -WTF	Spots/Week 1	<u>Rate</u> \$400.00				H.Y	
Spots: #			ne Descri	· ·	Start/End Time	Lengt	h Ad-ID			Rate Type
2	WISN Th 09		PM Nightli		11p-1130p	:3	O oscc12wi	01тн		\$400.00 NM
10 09/18/12	09/29/12	Nightline		11p-1130p	MTWTF	:30	1	\$750.00	NM	
Weeks:	Start Date 09/17/12		TWTFSS TWTF	Spots/Week 1	<u>Rate</u> \$750.00			•		
Spots: #			ne Descri		Start/End Time	Lengt	h Ad-ID			Rate Type
1	WISN F 09	/21/12 11:19 I	PM Nightli	ne	11p-1130p	:3	O oscc12wi	02тн		\$750.00 NM
Weeks:	Start Date		TWTFSS	Spots/Week	Rate					
Cueto: #	09/24/12 Ch <u>Day Ai</u> i		TWTF ne Descri	1 ntion	\$750.00 Start/End Time	Langi	h Ad-ID			D-4- T
Spots: #			<u>je Descri</u> PM Nightli		11p-1130p		O DSCC12WI	02тн		<u>Rate</u> <u>Type</u> \$750.00 NM
11 09/12/12				M-F 11A-12P	WTF	:30	2	\$200.00	NM	\$100.00 MIN
								V		
Weeks:	Start Date 09/10/12		TWTFSS -WTF	<u>Spots/Week</u> 2	<u>Rate</u> \$200.00					
Spots: #		00.10.12	ne Descri	_	Start/End Time	Lengt	h Ad-ID			Rate Type
				RSON COOPER	M-F 11A-12P		O oscc12WI	01тн		\$200.00 NM
1 '	WISN Th 09	/13/12 11:32 <i>/</i>	AMANDEI	RSON COOPER	M-F 11A-12P	:3	O DSCC12WI	01TH		\$200.00 NM
12 09/18/12	09/28/12	THE CHEW		12P-1P	MTWTF	:30	2	\$300.00	NM	
Weeks:	Start Date 09/17/12		TWTFSS TWTF	Spots/Week 2	<u>Rate</u> \$300.00					
Spots: #			ne <u>Descri</u>	_	Start/End Time	Lengt	h Ad-ID			Rate Type
	NISN Th 09. See MG	/20/12	THE C		12P-1P	:0				\$300.00 NM
1 1	NISN F 09	21/12 12:31 F	M THE C	HEW	12P-1P	:3	O DSCC12WI	02тн		\$300.00 NM
Weeks:	Start Date 09/24/12		<u>rwtfss</u> rwtf	Spots/Week 2	<u>Rate</u> \$300.00					
Spots: #	Ch <u>Day Air</u>	Date Air Tim	<u>ne Descrij</u>	<u>otion</u>	Start/End Time		<u>h</u> <u>Ad-ID</u>			<u>Rate</u> <u>Type</u>
•		24/12 12:30 F			12P-1P	. •	O oscc12wii			\$300.00 NM
4 1	NISN Th 09	27/12 11:59 A	MTHE C	HEW	12P-1P	:3	0 DSCC12WI	03тн		\$300.00 NM
13 09/12/12	09/14/12	General Hosp	oital	2-3pm/1-2p	WTF	:30	2	\$350.00	NM	
Weeks:	Start Date 09/10/12		<u>rwtfss</u> -wtf	Spots/Week 2	<u>Rate</u> \$350.00					
Spots: #			<u>e</u> Descrip	<u>otion</u>	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
				al Hospital	2-3pm/1-2p		0 oscc12wi			\$350.00 NM
3 \	NISN Th 09/	13/12 1:25 P	M Genera	al Hospital	2-3pm/1-2p	:3	0 DSCC12WI	01TH		\$350.00 NM
14 09/18/12	09/28/12	KATIE COUR	IIC	M-F 2-3P	MTWTF	:30	2	\$500.00	NM	<u></u>
Weeks:	Start Date 09/17/12		WTFSS WTF	Spots/Week 2	<u>Rate</u> \$500.00					, <u>, , , , , , , , , , , , , , , , , , </u>
Spots: #			e Descrip		Start/End Time	Lengt	h Ad-ID			Rate Type
			M KATIE		M-F 2-3P	:3	O DSCC12WI	02тн		\$500.00 NM
1 V	VISN F 09/	21/12 2:28 P	M KATIE	COURIC	M-F 2-3P	:3	O DSCC12WI	02тн		\$500.00 NM





Advertiser	Product	Estimate Number
Democratic Senatorial Cam		1612

Line Start Date	e End Date	Descr	iption		Start/End Time	MTWTFSS		Spots/ Week	Rate	Туре	
14 09/18/12	09/28/12	KATIE	COURIC		M-F 2-3P	MTWTF	:30	2	\$500.00	NM	
Weeks:	Start Date 09/24/12	End Da 09/30/1		**********	Spots/Week 2	<u>Rate</u> \$500.00					
Spots: # C			Air Time		_	Start/End Time	Length	Ad-ID			Rate Type
5 V	VISN M 09	9/24/12	2:32 PM	KATIE (COURIC	M-F 2-3P	:30	oscc12wI	02тн		\$500.00 NM
4 V	VISN W 0	9/26/12	2:29 PM	KATIE (COURIC	M-F 2-3P	:30	oscc12wI	02тн		\$500.00 NM
15 09/12/12	09/28/12	3-4p			3-4p	MTWTF	:30	2	\$500.00	NM	
Weeks:	Start Date 09/10/12	End Dat 09/16/1:			Spots/Week 2	<u>Rate</u> \$500.00					
Spots: # C			Air Time I	Descript	<u>tion</u>	Start/End Time	<u>Length</u>	Ad-ID			Rate Type
		9/12/12	3:21 PM :			3-4p		oscc12wI			\$500.00 NM
	/ISN Th 09		3:21 PM :		0	3-4p	:30	DSCC12WI	01тн		\$500.00 NM
Weeks:	Start Date 09/17/12	09/23/1			Spots/Week 2	<u>Rate</u> \$500.00					
Spots: # C	h <u>Day Ai</u>	<u>r Date</u>	Air Time I	Descript	<u>tion</u>	Start/End Time	<u>Length</u>	Ad-ID			Rate Type
1 W	ISN M 09	9/17/12	3:30 PM 3	3-4p		3-4p	:30	oscc12wI	01тн		\$500.00 NM
		9/20/12	3:21 PM 3			3-4p	:30	oscc12wi	02тн		\$500.00 NM
Weeks:	Start Date 09/24/12	End Dat 09/30/12			Spots/Week 2	<u>Rate</u> \$500.00					
Spots: # C			Air Time [-	_	Start/End Time	Length	Ad-ID			Rate Type
		9/26/12	3:31 PM 3			3-4p		oscc12wI	02тн		\$500.00 NM
5 W	ISN F 09 Credited	0/28/12 d	3	3-4p		3-4p	:00				\$500-00 NM
16 09/12/12	09/14/12	DR. O	Z		4P-5P	WTF 	:30	2	\$500.00	NM	
Weeks:	Start Date 09/10/12	End Dat 09/16/12			Spots/Week 2	Rate \$500.00					
Spots: # C	h <u>Day Ai</u>	r Date	Air Time [Descript	<u>ion</u>	Start/End Time	<u>Length</u>	Ad-ID			Rate Type
1 W	ISN W 09	/12/12	4:11 PM	OR. OZ		4P-5P	:30	oscc12wi	01тн		\$500.00 NM
3 W	ISN F 09)/14/12	4:17 PM [DR. OZ		4P-5P	:30	oscc12wI	O1TH		\$500.00 NM
17 09/18/12	09/28/12	DR. 02	Z		4P-5P	MTWTF	:30	2	\$600.00	NM	
Weeks:	Start Date 09/17/12	End Date 09/23/12			Spots/Week 2	Rate \$600.00					
Spots: # C	h <u>Day Ai</u>	r Date	Air Time [Descript	<u>ion</u>	Start/End Time	Length	Ad-ID			Rate Type
2 W	ISN Tu 09	/18/12	4:12 PM [DR. OZ		4P-5P	:30	DSCC12WI	02тн		\$600.00 NM
			4:34 PM E			4P-5P	:30	DSCC12WI	02тн		\$600.00 NM
Weeks:	Start Date 09/24/12	End Date 09/30/12			Spots/Week 2	<u>Rate</u> \$600.00					
Spots: # C			Air Time [_	Start/End Time	<u>Length</u>	Ad-ID			Rate Type
. 4 W	ISN Th 09		4:56 PM E			4P-5P		oscc12wi	03тн		\$600.00 NM
3 W	ISN F 09	/28/12	4:24 PM C	R. OZ		4P-5P	:30	oscc12wi	03TH		\$600.00 NM
18 09/12/12	09/28/12	News i	VI-F 430a		430-5a	MTWTF	:30	1	\$100.00	NM	
Weeks:	Start Date 09/10/12	End Date 09/16/12			Spots/Week	<u>Rate</u> \$100.00					
Spots: # Cl			Air Time D			Start/End Time	Length	Ad-ID			Rate Type
			4:58 AM N			430-5a		oscc12wI	01тн		\$100.00 NM
Weeks:	Ctart Data	End Date	e MTWTI	FSS	Spots/Week	Rate					
vveeks.	Start Date				Opera, Frank	#40 <u>0.00</u>					
	09/17/12	09/23/12	MTWT	F	1	\$100.00 Start/End Time	enath	Ad-ID			Pate Tun-
Spots: <u>#</u> Cl		09/23/12 Date		= Descripti	1 ion	\$100.00 Start/End Time 430-5a	<u>Length</u> :30	Ad-ID oscc12w10	02тн		<u>Rate</u> <u>Type</u> \$100.00 NM





Invoice #	Invoice Date	Invoice Month	Invoice Period
943784-1	09/30/12	September 2012	08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1612

							Spots/			
Line Start Dat	e End Date	Description	Start/	End Time	MTWTFSS	Length	Week	Rate	Туре	
18 09/12/12	09/28/12	News M-F 430	a 430-5	a	MTWT F	:30	1	\$100.00	NM	
Constant d	09/24/12		VTF	1	\$100.00	14	- V-1 120			D
Spots: <u>#</u> 0 3 V			Description M News M-F 430a	9	Start/End Time 430-5a		<u>1 Ad-ID</u> D pscc12w:	102тн		Rate Type \$100.00 NM
19 09/18/12	09/28/12	News M-F 5p	5-530	pm	MTWTF	:30	2	\$1,000.00	NM	
Weeks:	Start Date 09/17/12		VTFSS Spo	ots/Week 2	<u>Rate</u> \$1,000.00					
Spots: # 0		r Date <u>Air Time</u>	Description News M-F 5p	-	Start/End Time 5-530pm		n <u>Ad-ID</u> DSCC12w:	тОЭТН		<u>Rate</u> <u>Type</u> \$1,000.00 NM
		/21/12	News M-F 5p		5-530pm	:0	-	202 111		\$1,000.00 NM
Weeks:		End Date MT	<u>VTFSS</u> <u>Spo</u>	ots/Week 2	<u>Rate</u> \$1,000.00					
Spots: # 0	Ch <u>Day Ai</u>		<u>Description</u>		Start/End Time		Ad-ID			Rate Type
			News M-F 5p		5-530pm) DSCC12W	102ТН		\$1,000.00 NM
4 V	VISN Th 09 Credited		News M-F 5p	,	5-53 <i>0p</i> m	:00) 			\$1,000.00 NM
20 09/12/12	09/14/12	News M-F 5p	5-530	pm	WTF	:30	2	\$700.00	NM	
Weeks:	Start Date 09/10/12		/TFSS Spo	ots/Week 2	<u>Rate</u> \$700.00					
Spots: # C			Description		Start/End Time	Length	<u>Ad-ID</u>			Rate Type
2 V			News M-F 5p		5-530pm) DSCC12W1			\$700.00 NM
3 V	VISN F 09	/14/12 5:29 PN	News M-F 5p		5-530pm	:30) oscc12w	:01тн		\$700.00 NM
21 09/12/12	09/14/12	News M-F 5a	5-6A		WTF	:30	2	\$250.00	NM	
Weeks:	Start Date 09/10/12		TFSS Spc	ots/Week 2	<u>Rate</u> \$250.00					
Spots: # C	h <u>Day Air</u>	Date Air Time	Description		Start/End Time	Length	Ad-ID			Rate Type
2 W			1 News M-F 5a		5-6A) oscc12w1			\$250.00 NM
3 V	VISN Th 09	/13/12 5:13 AN	1 News M-F 5a		5-6A	:30) DSCC12W3	[01TH		\$250.00 NM
22 09/18/12	09/28/12	News M-F 5a	5-6A		MTWTF	:30	2	\$350.00	NM	
Weeks:	Start Date 09/17/12		TFSS Spo	ots/Week 2	<u>Rate</u> \$350.00					
. Spots: # C	h <u>Day Air</u>	Date Air Time	<u>Description</u>		Start/End Time	Length	Ad-ID			Rate Type
			News M-F 5a		5-6A) DSCC12WI			\$350.00 NM
	VISN F 09. Start Date		News M-F 5a	ts/Week	5-6A	:30) DSCC12W1	шитн		\$350.00 NM
Weeks:	09/24/12		<u>TFSS</u> <u>Spc</u> TF	2	<u>Rate</u> \$350.00					
Spots: # C	h <u>Day Air</u>	Date Air Time	Description		Start/End Time	<u>Length</u>	Ad-ID			Rate Type
5 V	VISN M 09/	24/12 5:27 AN	l News M-F 5a		5-6A) DSCC12W3			\$350.00 NM
3 N	VISN Tu 09/	25/12 5:23 AN	News M-F 5a		5-6A	:30) DSCC12WI	г02тн		\$350.00 NM
23 09/12/12	09/14/12	News M-F 6p	6-630	pm	WTF	:30	3	\$1,000.00	NM	
Weeks:	Start Date 09/10/12		TFSS Spo TF	its/Week 3	<u>Rate</u> \$1,000.00					**************************************
Spots: # C	h <u>Day Air</u>		Description		Start/End Time	Length	Ad-ID			Rate Type
			l News M-F 6p		6-630pm) oscc12w1			\$1,000.00 NM
			News M-F 6p		6-630pm	-) DSCC12W1			\$1,000.00 NM
1 W	/ISN F 09/	14/12 6:22 PM	News M-F 6p		6-630pm	:30) DSCC12W3	TOTIH		\$1,000.00 NM



| Invoice # | Invoice Date | Invoice Month | Invoice Period | 943784-1 | 09/30/12 | September 2012 | 08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Democratic Senatorial Car	DSCC-IE	1612

ine Start Date	End Date	Descript	lìon	Start/End Tim	e MTWTFSS	Length	Spots/ Week	Rate	Туре	
24 09/18/12	09/28/12	News M	-F 6p	6-630pm	MTWTF	:30	2	\$1,200.00	NM	
ō Spots: <u>#</u> Ch	9/17/12 0 <u>Day Air Da</u>		-TWTF ir Time Descri	<u>iption</u>	<u>Rate</u> 2 \$1,200.00 <u>Start/End Ti</u>	<u>me Leng</u> i	th Ad-ID			Rate Type
5 WISI	N <i>Th</i> 09/20 See <i>MG</i> 5.4		News	M-F 6p	6-630 <i>pm</i>	:0	00			\$1,200,00 NM
1 WISI	N F 09/21 See MG 5.4		News	M-F 6p	6-630 <i>pm</i>	;0	00			\$1,200.00 NM
	<u>Start Date</u> <u>E</u> 9/24/12 0	nd Date 9/30/12	<u>MTWTFSS</u> MTWTF	Spots/Weel	<u>Rate</u> 2 \$1,200.00					
Spots: # Ch	Day Air Da		ir Time Descri		Start/End Ti		h Ad-ID			Rate Type
3 WISI			:28 PM News	-	6-630pm	· -	O DSCC12W	VI02ТН		\$1,200.00 NM
4 WISI	N Th 09/27 Credited	/12	News	M-F 6p	6-630 <i>pm</i>	;c 	10			\$ 1,200.0 0 NM
25 09/18/12	09/28/12	News M-	-F 6a	6-7A	MTWTF	:30	3	\$1,000.00	NM	
		nd Date 9/23/12	MTWTFSS -TWTF	Spots/Weel	Rate 3 \$1,000.00					
Spots: # Ch	Day Air Da	<u>ite Ai</u>	ir Time Descri	<u>ption</u>	Start/End Ti	<u>me</u> <u>Leng</u> f	h <u>Ad-ID</u>			Rate Type
7 WISI	W 09/19	/12 6	:14 AM News	M-F 6a	6-7A	:3	O DSCC12W	/102тн		\$1,000.00 NM
2 WIS	Th 09/20	/12 6	:23 AM News I	M-F 6a	6-7A	:3	O DSCC12W	/I02TH		\$1,000.00 NM
3 WISI			:14 AM News I		6-7A	:3	O DSCC12W	/I02TH		\$1,000.00 NM
		nd <u>Date</u> 9/30/12	<u>MTWTFSS</u> MTWTF	-	<u>Rate</u> 3 \$1,000.00					
Spots: # Ch	Day Air Da	<u>ıte Ai</u>	<u>ir Time</u> Descri	<u>ption</u>	Start/End Ti	<u>me Lengt</u>	h Ad-ID			Rate Type
1 WISI			:29 AM News I		6-7A		O DSCC12W			\$1,000.00 NM
4 WISN			:48 AM News I		6-7A	· -	O DSCC12W			\$1,000.00 NM
5 WISN		<u>′12 6:</u>	17 AM News I	M-F 6a	6-7A	:3	O DSCC12W			\$1,000.00 NM
26 09/12/12		News M-	F 6a	6-7A	WTF	:30	3	\$850,00	NM	
		<u>nd Date</u> 9/16/12	MTWTFSS WTF	Spots/Week						"
Spots: # Ch	Day Air Da	<u>ite Air</u>	<u>r Time</u> Descri	<u>ption</u>	Start/End Ti	<u>me Lengt</u>	h Ad-ID			<u>Rate Type</u>
2 WISN			:30 AM News i		6-7A	-	O DSCC12W			\$850.00 NM
3 WISN			:16 AM News I		6-7A		0 DSCC12W			\$850,00 NM
4 WISN	IF 09/14/	12 6	15 AM News I	M-F 6a	6-7A	;3	O DSCC12W	/101тн		\$850,00 NM
27 09/12/12	9/14/12	Entertain	ment Tonight	630p-7pm	WTF	:30	2	\$750.00	NM	<u>, , , , , , , , , , , , , , , , , , , </u>
		nd Date 9/16/12	MTWTFSS	Spots/Week	Rate \$750.00				•	
Spots: # Ch	Day Air Da		r Time Descrip	<u>otion</u>	Start/End Ti	<u>me Lengt</u>	h Ad-ID			Rate Type
3 WISN	W 09/12/	12 6:	56 PM Enterta	inment Tonight	630p-7pm	:3	O DSCC12w	/101тн		\$750.00 NM
2 WISN	F 09/14/	12 6:	41 PM Enterta	inment Tonight	630p-7pm	:3	O DSCC12W	и101тн		\$750.00 NM
28 09/18/12	9/28/12	Entertain	ment Tonight	630p-7pm	MTWTF	:30	2	\$850,00	NM	
		nd <u>Date</u> 9/23/12	MTWTFSS -TWTF	Spots/Week						
Spots: # Ch	Day Air Da		<u>r Time</u> <u>Descri</u>	_	Start/End Ti	<u>me</u> Lengt	h Ad-ID			Rate Type
	Th 09/20/ See MG 5.4	/12		ainment Tonight	630 <i>p</i> -7 <i>pm</i>	;0				\$850.00 NM
1 WISN		/12	Enterta	ainment Tonight	630 <i>p-7pm</i>	.0	0			\$ 850.00 NM
		,			Rate					



WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
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<u>Advertiser</u>	Product	Estimate Number
Democratic Senatorial Cam		1612

ine Start Date End Date Description Start/End	Time MTWTFSS	Length	Spots/ Week	Rate	Туре	
28 09/18/12 09/28/12 Entertainment Tonight 630p-7pr	ı MTWTF	:30	2	\$850.00	NM	
Spots: # Ch <u>Day Air Date</u> <u>Air Time Description</u> 5 WISN Th 09/27/12 Entertainment Ton	Start/End Time ght 630p-7pm	Lengt	h Ad-ID 0		-	<u>Rate</u> <u>Type</u> \$850.00 NN
Credited 3 WISN F 09/28/12 Entertainment Ton: Credited	ght 630p-7pm	:0	0			\$850.00 NN
29 09/12/12 09/28/12 Good Morning America 7-9a	MTWTF	:30	6	\$1,000.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/</u> 09/10/12 09/16/12WTF	<u>Veek</u> <u>Rate</u> 6 \$1,000.00				_	
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WISN W 09/12/12 7:55 AM Good Morning Ame			O oscc12wi	101TH		\$1,000.00 NN
2 WISN W 09/12/12 8:41 AM Good Morning Ame		:31	O DSCC12WI	101тн		\$1,000.00 NM
3 WISN Th 09/13/12 7:42 AM Good Morning Ame		:31	O DSCC12WI	101тн		\$1,000.00 NM
20 WISN Th 09/13/12 8:49 AM Good Morning Ame		:31	O DSCC12WI	101тн		\$1,000.00 NM
19 WISN F 09/14/12 7:29 AM Good Morning Ame		:31	0 oscc12wi	101TH		\$1,000.00 NM
4 WISN F 09/14/12 8:29 AM Good Morning Ame		:30	0 oscc1Zwi	101тн		\$1,000.00 NM
Weeks: Start Date End Date MTWTFSS Spots/N 09/17/12 09/23/12 MTWTF	<u>Veek</u> <u>Rate</u> 6 \$1,000.00					
Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u>	Start/End Time	<u>Lengtl</u>	<u>h</u> <u>Ad-ID</u>			<u>Rate</u> <u>Type</u>
5 WISN M 09/17/12 7:44 AM Good Morning Ame	rica 7-9a		O oscc12w1			\$1,000.00 NM
6 WISN M 09/17/12 8:39 AM Good Morning Ame	rica 7-9a	-	O DSCC12WI			\$1,000.00 NM
12 WISN Tu 09/18/12 7:43 AM Good Morning Ame	rica 7-9a		0 oscc12wI			\$1,000.00 NM
8 WISN W 09/19/12 8:59 AM Good Morning Ame	rica 7-9a	:3	O DSCC12WI	102тн		\$1,000.00 NM
9 WISN Th 09/20/12 Good Moming Ame See MG 5.4,5.5	rica 7-9a	:0	0			\$1,000.00 NM
10 WISN F 09/21/12 Good Moming Ame See MG 5.4,5.5	rica 7-9a	:0	0			\$1,000.00 NM
Weeks: Start Date End Date MTWTFSS Spots/N 09/24/12 09/30/12 MTWTF	<u>Veek</u> <u>Rate</u> 6 \$1,000.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	<u>Lengtl</u>	h <u>Ad-ID</u>			<u>Rate</u> <u>Type</u>
11 WISN M 09/24/12 7:50 AM Good Morning Ame	rica 7-9a	:3	0 oscc12wi	102тн		\$1,000.00 NM
13 WISN Tu 09/25/12 8:47 AM Good Morning Ame	rica 7-9a	:31	O DSCC12WI	г02 тн		\$1,000.00 NM
14 WISN W 09/26/12 8:53 AM Good Morning Ame	rica 7-9a	:3	0 oscc12wI	102тн		\$1,000.00 NM
18 WISN Th 09/27/12 7:49 AM Good Morning Ame	rica 7-9a	:30	O DSCC12WI	103тн		\$1,000.00 NM
15 WISN Th 09/27/12 8:49 AM Good Morning Ame	rica 7-9a		O DSCC12WI			\$1,000.00 NM
16 WISN F 09/28/12 7:43 AM Good Morning Ame	rica 7-9a	:30	O DSCC12WI	103тн		\$1,000.00 NM
30 09/18/12 09/28/12 LIVE WITH KELLY! 9-10am	MTWTF	:30	2	\$450.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/N 09/17/12 09/23/12 -TWTF	<u>Veek</u> <u>Rate</u> 2 \$450.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	<u>Leng</u> ti	h Ad-ID			Rate Type
2 WISN Tu 09/18/12 9:27 AM LIVE WITH KELLY	<u> </u>		0 DSCC12WI	ε02тн		\$450.00 NM
1 WISN W 09/19/12 9:49 AM LIVE WITH KELLY	9-10am	:31	O DSCC12WI	ε02тн		\$450.00 NM
Weeks: Start Date End Date MTWTFSS Spots/N 09/24/12 09/30/12 MTWTF	<u>Veek</u> <u>Rate</u> 2 \$450.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	<u>Lengtl</u>	h <u>Ad-ID</u>			Rate Type
5 WISN M 09/24/12 9:54 AM LIVE WITH KELLY	9-10am	:30	O oscc12wI	:02 тн		\$450.00 NM
3 WISN Tu 09/25/12 9:45 AM LIVE WITH KELLY	9-10am	:31	0 DSCC12WI			\$450.00 NM
31 09/12/12 09/14/12 LIVE WITH KELLY! 9-10am	WTF	:30	2	\$700.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/V	<u>/eek Rate</u> 2 \$700.00					
09/10/12 09/16/12WTF	Σ Ψ100.00					





Invoice #	Invoice Date	Invoice Month	Invoice Period
943784-1	09/30/12	September 2012	08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1612

						Spots/			
ine Start Date End Date	Description	1	Start/End Time	MTWTFSS L	Length	Week	Rate	Type	
31 09/12/12 09/14/12	LIVE WITH	KELLY!	9-10am	WTF	:30	2	\$700.00	NM	
Spots: # Ch <u>Day</u> A		ime Descripti		Start/End Time	Length				Rate T
		3 AM LIVE WI		9-10am		DSCC12W			\$700.00
3 WISN Th 0	9/13/12 9:23	3 AM LIVE WI	TH KELLY!	9-10am	:30	DSCC12W	101TH		\$700.00
32 09/21/12 09/28/12	2020		Fri 9-10p	1	:30	1	\$3,000.00	NM	
Weeks: Start Date 09/17/12		<u>MTWTFSS</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$3,000.00					
Spots: # Ch Day A		ime <u>Descripti</u>	<u>on</u>	Start/End Time	<u>Length</u>				Rate T
	• . –	PM 2020	O	Frì 9-10p	:30	DSCC12W	102тн		\$3,000.00
Weeks: Start Date 09/24/12		<u>MTWTFSS</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$3,000.00					
Spots: # Ch Day A		ime Descripti	<u>on</u>	Start/End Time	Length	Ad-ID			Rate Ty
-	9/28/12	2020		Fri 9-10p	:00				\$3,000.00
Credite	d								
33 09/17/12 09/17/12	BachPad		Prime Other	1	:30	1	\$2,500.00	NM	
Weeks: <u>Start Date</u> 09/17/12		<u>MTWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$2,500.00					
Spots: # Ch Day A		ime Descripti	<u>on</u>	Start/End Time	Length	Ad-ID			Rate Ty
	9/17/12	BachPad	1	Prime Other	:00	+			\$2,500.00 I
	3 <i>34.3,34.4,34</i> .5 MA Music Fest	5							
34 09/24/12 10/01/12	Dancing		Prime Other	1	:30	1	\$5,500.00	NM	
Weeks: Start Date 09/24/12		MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$5,500.00					"
Spots: # Ch Day A		- ime <u>Descripti</u>	on '	Start/End Time	Length	Ad-ID			Rate Ty
	9/24/12	Dancing		Prime Other	:00	-			\$5,500.00 I
	34.3,34.4,34.5								
See MC				ERS LATE NEWS AFT					\$ 2,000.00 1
	9/24/12 6:53 57.1,33.1,58.1,3		S PRE-GAME	PACKERS PRE-G	3/ :30	DSCC12W	I02TH		\$3,800.00
	9/24/12 9:13 57.1,33.1,58.1,3	PM PACKER 34.1	SGAME	PACKERS GAME	:30	DSCC12W	102тн		\$15,000.00 i
	34.5 09/24	PM LN After	Packers Game		:30	DSCC12W	102тн		\$2,000.00
35 09/24/12 09/24/12	PACKERS	GAME	PACKERS GAME	1	:30	1	\$15,000.00	NM	
Weeks: Start Date 09/24/12		<u>MTWTFSS</u> 1	Spots/Week 1	Rate \$15,000.00			<u> </u>	_	
09/24/12 Spots: # Ch <u>Day Ai</u>	•••••	⊥ ime Descriptio	·	Start/End Time	Length	Ad-ID			Rate Ty
. – – –		PM PACKER	···········	PACKERS GAME		DSCC12W	102тн		\$15,000.00 N
	1 oto Nove (Sa 10pm	10-1035p	1-	:30	1	\$450.00	NM	
36 09/15/12 09/15/12	Late News	,							
36 09/15/12 09/15/12 Weeks: Start Date 09/10/12	End Date	MTWTFSS	Spots/Week 1	<u>Rate</u> \$450.00					, , , , , , , , , , , , , , , , , , , ,
Weeks: <u>Start Date</u>	End Date 1	MTWTFSS	Spots/Week 1		Length	Ad-ID			Rate Ty
Weeks: Start Date 09/10/12	End Date 1 09/16/12 - r Date Air Ti 0/15/12 11:11	MTWTFSS 1-	Spots/Week 1	\$450.00		Ad-ID DSCC12w	101тн		<u>Rate Ty</u> \$450.00 N



3	Invoice #	Invoice Date	Invoice Month	Invoice Period
	943784-1	09/30/12	September 2012	08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1612

I	Auvertiser	FIOGUCE	Estimate Number
1	Democratic Senatorial Cam	DSCC-IE	1612

ine Start Date	e End Date	Descript	ion	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
37 09/15/12	09/29/12	Entertair	nment Tonite V	VetET Weekend	1-	:30	1	\$150.00	NM	777
Weeks:	Start Date 09/10/12	End Date 09/16/12	MTWTFSS 1-	Spots/Week 1	<u>Rate</u> \$150.00					
Spots: <u>#</u> 0 1 V	Ch <u>Day Ai</u> VISN Sa 09		ir Time Descri	i <u>ption</u> ainment Tonite Week	Start/End Time end ET Weekend		<u>h Ad-ID</u>) DSCC12WIO	1тн		<u>Rate Type</u> \$150.00 NM
Weeks:	Start Date 09/17/12	End Date 09/23/12		Spots/Week 1	<u>Rate</u> \$150.00					
Spots: <u>#</u> 0 2 V	VISN Sa 09	/22/12 1	r Time Descri :06 AM Entert	<u>iption</u> ainment Tonite Week	Start/End Time end ET Weekend		<u>h Ad-ID</u> O DSCC12WIO)2ТН		<u>Rate Type</u> \$150.00 NM
Weeks:	LR - Foo Start Date 09/24/12		MTWTFSS 1-	Spots/Week 1	<u>Rate</u> \$150.00					
Spots: <u>#</u> 0 3 V	ch <u>Day Air</u> VISN Sa 09		<u>r Time</u> <u>Descri</u> :48 AM Entert	<u>ption</u> ainment Tonite Week	Start/End Time end ET Weekend		h <u>Ad-ID</u> D DSCC12WIO	13 ТН		<u>Rate</u> <u>Type</u> \$150.00 NM
38 09/15/12	09/29/12	College I	Football Game	e #2230p-6p	1-	:30	1	\$1,200.00	NM	
Weeks:	Start Date 09/10/12	End Date 09/16/12	<u>MTWTFSS</u>	Spots/Week 1	<u>Rate</u> \$1,200.00					······································
Spots: # C			r Time Descri	<u>ption</u> e Football Game #2	Start/End Time 230p-6p		h <u>Ad-ID</u>) DSCC12WIO	11 ти		<u>Rate Type</u> \$1,200.00 NM
Weeks:	Start Date 09/17/12		MTWTFSS 1-	Spots/Week 1	Rate \$1,200.00	.01) DOCCIENTO	, 1 111		\$1,200.00 RW
Spots: # C	th <u>Day Air</u> /ISN Sa 09		r Time Descri	<u>ption</u> e Football Game #2	Start/End Time 230p-6p		h <u>Ad-ID</u> O oscc12w10	12тн		<u>Rate Type</u> \$1,200.00 NM
Weeks:		End Date 09/30/12		Spots/Week	Rate \$1,200.00					Ψ1,200.00 (4)VI
Spots: <u>#</u> C 3 W	h <u>Day Air</u> /ISN Sa 09/		<u>r Time</u> <u>Descri</u> :30 PM Colleg	<u>ption</u> e Football Game #2	Start/End Time 230p-6p		h <u>Ad-ID</u>) DSCC12WIO	3ТН		Rate Type \$1,200.00 NM
39 09/15/12	09/15/12	Sa 458-6	ia .	456-6AM	1-	:30	1	\$200.00	NM	
Weeks:	Start Date 09/10/12	End Date 09/16/12	MTWTFSS 1-	Spots/Week 1	<u>Rate</u> \$200.00					
Spots: <u>#</u> C 1 W	h <u>Day Air</u> /ISN Sa 09/		r Time Descri :27 AM Sa 458		Start/End Time 456-6AM		h <u>Ad-ID</u> O DSCC12WIO	1ТН		<u>Rate Type</u> \$200.00 NM
40 09/22/12	09/29/12	News Sa	6p-630p	6-630pm	1-	:30	1	\$700.00	NM	-
Weeks:	Start Date 09/17/12	End Date 09/23/12	MTWTFSS 1-	Spots/Week 1	<u>Rate</u> \$700.00		1101111000			
	h <u>Day Air</u> /ISN Sa 09/		r Time Descri		Start/End Time 6-630pm		<u>h Ad-ID</u>) DSCC12WIO	12тн		<u>Rate Type</u> \$700.00 NM
Weeks:	Start Date 09/24/12		MTWTFSS	Spots/Week 1	Rate \$700.00	.0.	<i>y</i>			\$100.00 I4IAI
Spots: # C			Time Descri		Start/End Time 6-630pm		<u>h Ad-ID</u>) DSCC12WI0	Зти		<u>Rate</u> <u>Type</u> \$700.00 NM
41 09/15/12	09/15/12	Sat GMA		6-7а	1-	:30	1	\$300.00	NM	\$700.00 14W
Weeks.	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
Spots: <u>#</u> C 1 W	09/10/12 h <u>Day Air</u> /ISN Sa 09/		1- <u>Time</u> Descri 58 AM Sat GN		\$300.00 Start/End Time 6-7a		h <u>Ad-ID</u> O DSCC12W10) 1ТН		<u>Rate</u> <u>Type</u> \$300.00 NM
42 09/15/12	09/15/12	News Sa		6-630pm	1-	:30	1	\$500.00	NM	
Weeks:	Start Date 09/10/12	End Date 09/16/12	MTWTFSS	Spots/Week 1	<u>Rate</u> \$500.00					,



WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879



 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 943784-1
 09/30/12
 September 2012
 08/27/12 - 09/30/12

Advertiser	<u>Product</u>	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1612

								Spots/			
Line	Start Date	e End Date	Descri	ption	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
42	09/15/12	09/15/12	News	Sa 6p-630p	6-630pm	1-	:30	1	\$500,00	NM	
	Spots: # C 1 V	ch <u>Day Ai</u> VISN Sa 09		<u>Air Time</u> <u>Descrip</u> 6:23 PM News S		Start/End Time 6-630pm		<u>h Ad-ID</u> O DSCC12W	/101тн		<u>Rate Type</u> \$500.00 NM
43	09/22/12	09/29/12	Sat 63	0-7p	630-7p	1-	:30	1	\$500.00	NM	
	Weeks:	Start Date 09/17/12	End Dat 09/23/12		Spots/Week 1	<u>Rate</u> \$500.00					
	Spots: <u>#</u> C 1 W Weeks:	th <u>Day Ai</u> /ISN Sa 09 <u>Start Date</u> 09/24/12	9/22/12			<u>Start/End Time</u> 630-7p <u>Rate</u> \$500.00		<u>h</u> <u>Ad-ID</u> O DSCC12W	и102тн		<u>Rate</u> <u>Type</u> \$500.00 NM
	Spots: <u>#</u> C 2 W		r Date 1/29/12	Air Time Descrip Sat 630		Start/End Time 630-7p	<u>Lengt</u> ∶0	<u>h</u> <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$500-00 NM
44	09/15/12	09/15/12	ABC P	rime College Foo	tb7-1030p	1-	:30	1	\$1,100.00	NM	
			09/16/12 r Date	21- Air Time Descrip		<u>Rate</u> \$1,100.00 <u>Start/End Time</u>		h Ad-ID			Rate Type
	1 W	ISN Sa 09	/15/12	7:05 PM ABC Pr	ime College Footbal	7-1030p	;3) DSCC12W	IO1TH		\$1,100.00 NM
45	09/29/12	09/29/12	Badge	rs FB	7-1030p	1-	:30	1	\$8,500.00	NM	
1	Weeks:	Start Date 09/24/12	End Dat 09/30/12	e <u>MTWTFSS</u> 21-	<u>Spots/Week</u> 1	<u>Rate</u> \$8,500.00					
	Spots: <u>#</u> C 1 W		/29/12 1	Air Time Descrip 0:46 PM Badgers		Start/End Time 7-1030p		<u>n Ad-ID</u> O DSCC12W	тОЗТН		<u>Rate Type</u> \$8,500.00 NM
46	09/16/12	09/16/12	Late N	ews 10pm	10p-1030p	1	:30	1	\$1,400.00	NM	,,,,,,,
1	Weeks:	Start Date 09/10/12	End Dat 09/16/12		Spots/Week 1	<u>Rate</u> \$1,400.00					
,	Spots: <u>#</u> C 1 W			Air Time Descript 0:30 PM Late Ne	***************************************	Start/End Time 10p-1030p		<u>Ad-ID</u>) DSCC12w	101тн		Rate Type \$1,400.00 NM
47	09/23/12	09/30/12	Late N	ews SU 1030PM	1030p-11p	1	:30	1	\$950.00	NM	
1	Weeks:	Start Date 09/17/12		e <u>MTWTFSS</u>	Spots/Week 1	<u>Rate</u> \$950.00					
	Spots: <u>#</u> C 1 W Weeks:	h <u>Day Air</u> ISN Su 09 <u>Start Date</u> 09/24/12	/23/12 1	Air Time Descript 0:50 PM Late Ne e MTWTFSS1	tion ws SU 1030PM <u>Spots/Week</u> 1	Start/End Time 1030p-11p <u>Rate</u> \$950.00	<u>Lengt</u> ∶30	<u>n Ad-ID</u> O DSCC12W	т02тн		<u>Rate</u> <u>Type</u> \$950.00 NM
			Date /	Air Time Descript	tion ws SU 1030PM	Start/End Time 1030p-11p	Lengti :0	<u>Ad-ID</u>			<u>Rate Type</u> \$950.00 NM
48	09/23/12	09/30/12	Su 458	-6a	458-6AM	1	:30	1	\$200.00	NM	-
١	Weeks:	Start Date 09/17/12	End Date 09/23/12	<u>MTWTFSS</u>	Spots/Week 1	<u>Rate</u> \$200.00					
		h <u>Day Air</u> ISN Su 09 Start Date 09/24/12	<u>Date</u> // /23/12	Air Time Descript 5:22 AM Su 458-		Start/End Time 458-6AM Rate \$200.00		<u>n Ad-ID</u>) DSCC12W	т02тн		<u>Rate</u> <u>Type</u> \$200.00 NM
;	. –	19/24/12 h <u>Day Air</u> ISN Su 09/	Date /	Air Time Descript 5:27 AM Su 458-		Start/End Time 458-6AM		<u>h Ad-ID</u> O DSCC1.2w	т03тн		<u>Rate</u> <u>Type</u> \$200.00 NM





Invoice #	Invoice Date	Invoice Month	Invoice Period
943 784 -1	09/30/12	September 2012	08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam	DSCC-IE	1612

Line Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
48 09/23/12		Su 458-6a	458-6AM	1	:30	1	\$200.00	NM	
49 09/16/12	09/16/12	News Sun 530pm	530-6p	1	:30	1	\$400.00	NM	
Weeks:	Start Date 09/10/12	End Date MTWTFSS 09/16/121	Spots/Week 1	<u>Rate</u> \$400.00					
Spots: # 0 1 V	Ch <u>Day Air</u> VISN Su 09			Start/End Time 530-6p		h <u>Ad-ID</u> O DSCC12WI	01тн		<u>Rate</u> <u>Type</u> \$400.00 NM
50 09/23/12	09/30/12	News Sun 530pm	530-6p	1	:30	1	\$500.00	NM	
Weeks:	Start Date 09/17/12	End Date MTWTFSS 09/23/121	Spots/Week 1	<u>Rate</u> \$500.00					,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Spots: <u>#</u> C 1 W Weeks:	VISN Su 09. Start Date	/23/12 5:45 PM News End Date MTWTFSS		Start/End Time 530-6p Fate		h <u>Ad-ID</u> O oscc12wI	02тн		<u>Rate</u> <u>Type</u> \$500.00 NM
Spots: <u>#</u> C 2 W	09/24/12 th <u>Day Air</u> VISN Su 09/	Date Air Time Desc		\$500.00 <u>Start/End Time</u> 530-6p		<u>h Ad-ID</u> 0 oscc12wr	03тн		<u>Rate</u> <u>Type</u> \$500.00 NM
51 09/16/12	09/16/12	Sun GMA	6-7a	1	:30	1	\$250.00	NM	
Weeks: Spots: # C	09/10/12			<u>Rate</u> \$250.00 <u>Start/End Time</u> 6-7a		h <u>Ad-ID</u> 0 pscc12wi	01тн		Rate Type \$250.00 NM
52 09/23/12	09/30/12	Sun GMA	6-7a	1	:30	1	\$400.00	NM	
Weeks:	Start Date 09/17/12	End Date MTWTFSS 09/23/121	Spots/Week	<u>Rate</u> \$400.00					
	th <u>Day Air</u> /ISN Su 09/ <u>Start Date</u> 09/24/12	<u>Date</u> <u>Air Time</u> <u>Desc</u> /23/12 5:58 AM Sun (Start/End Time 6-7a Rate \$400.00		h <u>Ad-ID</u> O DSCC12WI	02тн		<u>Rate</u> <u>Type</u> \$400.00 NM
Spots: <u>#</u> C 2 W		Date Air Time Desc		Start/End Time 6-7a	<u>Length Ad-ID</u> :30 DSCC12wI03TH			<u>Rate</u> <u>Type</u> \$400.00 NM	
53 09/23/12	09/30/12	News Sun 7-9a	7-9am	1	:30	1	\$500.00	NM	
Weeks:	Start Date 09/17/12	End Date MTWTFSS 09/23/121	Spots/Week 1	Rate \$500.00					
	h <u>Day Air</u> /ISN Su 09/ <u>Start Date</u>	23/12 7:21 AM News End Date MTWTFSS		<u>Start/End Time</u> 7-9am <u>Rate</u>		<u>h Ad-ID</u> O DSCC12WI	02тн		<u>Rate Type</u> \$500.00 NM
Spots: <u>#</u> C 2 W	09/24/12 h <u>Day Air</u> /ISN Su 09/			\$500.00 <u>Start/End Time</u> 7-9am		<u>h Ad-ID</u> O DSCC12WI	03тн		Rate Type \$500.00 NM
54 09/23/12	09/30/12	This Week With Geor	ge \$930-1030am	1	:30	1	\$1,000.00	NM	
Weeks:	Start Date 09/17/12	End Date MTWTFSS 09/23/121	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: # C 1 W	h <u>Day Air</u> /ISN Su 09/	Date Air Time Desc 23/12 9:51 AM This \	Week With George Ste	<u>Start/End Time</u> ephan 930-1030am		<u>h Ad-ID</u> O DSCC12WI	02тн		<u>Rate</u> <u>Type</u> \$1,000.00 NM
Weeks:	Start Date 09/24/12	09/30/121	Spots/Week 1	Rate \$1,000.00 Start/End Time	1	ר עין וני			Data Torr
Spots: # C 2 W	h <u>Day Air</u> /ISN Su 09/		<u>nption</u> Week With George Ste	Start/End Time ephan 930-1030am		<u>h</u> <u>Ad-ID</u> O oscc12wI	03тн		Rate Type \$1,000.00 NM



Payment Terms 30 Days

WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879



Invoice #	Invoice Date	Invoice Month	Invoice Period
943784-1	09/30/12	September 2012	08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Democratic Senatorial Cam		1612

Agency Commission

Net Amount Due

\$20,632.50

\$116,917.50

FWW, WISH, COTH						Spots/			
ine Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
55 09/16/12	09/16/12	This Week With Ge	orge 5930-1030am	1	:30	1	\$650,00	NM	
Weeks:	Start Date 09/10/12	End Date MTWTFS 09/16/12		<u>Rate</u> \$650.00					
Spots: <u>#</u> C 1 W			scription s Week With George St	Start/End Time ephan 930-1030am		<u>h</u> <u>Ad-ID</u> O DSCC12W	і01тн		<u>Rate</u> <u>Type</u> \$650.00 NN
56 09/27/12	09/27/12	LastResort	Thu 7-8p	1	:30	1	\$2,000.00	NM	
Weeks	Start Date 09/24/12	End Date MTWTFS: 09/30/121		<u>Rate</u> \$2,000.00					
Spots: <u>#</u> Ci 1 W		<u>Date</u> <u>Air Time</u> <u>Des</u> /27/12 7:40 PM Las		Start/End Time Thu 7-8p		<u>h Ad-ID</u> O DSCC12w	т03тн		<u>Rate</u> <u>Type</u> \$2,000.00 NM
57 09/11/12	09/11/12	Trust	Tue 8-9p	-1	:30	1	\$1,800.00	NM	***
Weeks:	Start Date 09/10/12	End Date MTWTFS: 09/16/12 -1		<u>Rate</u> \$1,800.00					***************************************
Spots: <u>#</u> Cl 1 W	ISN Tu 09.			Start/End Time Tue 8-9p	<u>Lengt</u> ∂0	h <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$1,800.00 NM
58 09/11/12	09/11/12	NYMed	Tue 9-10p	-1	:30	1	\$1,800.00	NM	
Weeks:	Start Date 09/10/12	End Date MTWTFS9		<u>Rate</u> \$1,800.00					
Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Tim</u> 1 WISN <i>Tu</i> 09/11/12 See <i>M</i> G 34.3,34.4,34.5		/11/12 NYI		Start/End Time Tue 9-10p	<u>Lengt</u> ;0	<u>h Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$1,800.00 NM
				<u>Total Spots</u>	12	25			
							Gross Tota		\$137,550.00